

A background image showing a group of graduates in black gowns and caps, with their hands raised and caps flying in the air against a clear blue sky.

STRATEGIC DIGITAL MARKETING FOR FUTURE LEADERS

COURSE OVERVIEW

In the modern digital era, businesses rely on technology and digital channels to communicate with their current and potential customers. The transition from traditional to modern marketing techniques has raised the requirement for knowledgeable people who are proficient in digital marketing and have the capacity to learn and adapt in a constantly evolving industry that is been driven by technological improvements. "**Strategic Digital Marketing for Future Leaders**" offers a rigorous examination of contemporary digital marketing practices. Beginning with foundational concepts of the digital domain, the course progresses through topics such as content strategy, data analysis, mobile marketing techniques, e-commerce best practices, and the importance of ethical standards. Each module is purposefully designed for MBA students, providing a balance between theoretical instruction and practical application. Upon concluding the course, students will not only possess a deep understanding of the digital marketing spectrum but also be equipped to influence its ongoing evolution.

COURSE HIGHLIGHTS

- **Digital Foundations:** Understand the essentials of digital marketing and its relationship with traditional methods, while exploring pivotal platforms influencing modern businesses.
- **Web, Content & SEO:** Grasp the importance of website design, effective content strategies, and the role of SEO in enhancing online presence.
- **Social Media & Paid Advertising:** Delve into effective strategies for prominent social media platforms and understand the intricacies of SEM and digital advertising.
- **Engagement & Automation:** Acquire knowledge about the tools and techniques for effective email marketing, content promotion, and audience engagement through automation.
- **Mobile, E-Commerce & Ethics:** Navigate the realm of mobile marketing, e-commerce trends, and the critical ethical guidelines governing digital marketing.
- **Practical Implementation:** The capstone project emphasizes the real-world application of course concepts, enabling students to formulate and execute comprehensive digital strategies.

LEARNING OUTCOMES

Upon successful completion of this course, participants will be able to:

- **Grasp the Digital Marketing Landscape:** Understand the distinctions and intersections between traditional and digital marketing, and recognize the pivotal role of digital platforms in modern business strategies.
- **Develop and Implement Effective Strategies:** Master the art of website design, content creation, and social media marketing, while effectively deploying SEO, paid advertising, and mobile marketing techniques.
- **Engage and Optimize Audience Interactions:** Harness tools and best practices for email marketing, content promotion, influencer collaborations, and marketing automation to enhance user engagement and conversions.
- **Analyze and Adapt Using Data:** Utilize data analytics tools, especially Google Analytics, to monitor Key Performance Indicators (KPIs), refine strategies based on data-driven insights, and make informed marketing decisions.
- **Navigate the Complexities of E-Commerce and Ethics:** Establish a strong online retail presence, strategize for major online marketplaces, and understand the critical ethical and legal considerations in digital marketing.

ELIGIBILITY AND SEATS

Open to **MBA (Sectoral) Programme Semester III students of the University Institute of Applied Management Sciences**. It is mandatory for all participants to bring their own laptops to ensure an optimal learning experience. The Course has a maximum capacity of 35 participants.

TARGET AUDIENCE

This course is designed for MBA students who aspire to:

- **Shape the Future of Marketing:** Embody a forward-thinking vision and demonstrate ambition to lead in top-tier roles within the marketing industry.
- **Navigate the Digital Realm:** Display a keen passion for technology, eager to pioneer organizational transformations through strategic digital marketing.
- **Innovate and Launch:** Showcase an entrepreneurial spirit, recognizing the crucial role of digital strategies in driving startup success and business innovation.
- **Lead Globally:** Possess a broad, international perspective, aiming to harness digital marketing insights for global market navigation and expansion.

VENUE

Room 201, University Institute of Applied Management Sciences, Panjab University, Sector-25, Chandigarh- 160014

Duration: August 21-25, 2023

SCHEDULE

This intensive Course is of **30 hours**. The sessions will be held from Monday to Friday, as per the following schedule:

Theory	4 hours x 5 days
Practical (hands-on)	2 hours x 5 days

ASSESSMENT & CERTIFICATIONS

Assessment will be out of **50 marks** based on performance in various modules. **Attendance and evaluation tasks** are an integral part of the Course. Only upon successful completion of this Course, will participants receive a certificate.

MODULE

Module	Contents	Duration (hours)	Marks
1	Digital Marketing Landscape	3	4
2	Website and Content Strategy	3	5
3	Marketing on Social Media	4	4
4	Search Engine Marketing (SEM) and Social Media Advertising and Analytics	3	6
5	Email Marketing and Marketing Automation	2	4
6	Content Advertising, Blogging, and Influencer Marketing	3	5
7	Analytics and Data-Driven Marketing	3	6
8	Mobile Marketing and E-Commerce Marketing	3	4
9	Capstone Project	6	12

RESOURCE PERSON

Mr. Jatin Kumar, Founder at Dyota, Alumnus 2020-22 University Institute of Applied Management Sciences, Panjab University

ORGANISERS

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