

Certificate Program on Digital Marketing (Sunday, 27th March & 03rd April 2016)

A 2 days certificate program on Digital Marketing was conducted on Sunday, 27th March & 03rd April 2016.

In a world where digital marketing changes in the blink of an eye, it is important to get real world in sights on those changes. A course like this provides that forum where theory, application and diverse professionals intersect.

The rise of digital technologies has transformed the marketing paradigm. Marketers today face a constant proliferation of social media channels, the growing power of the connected customer, and an explosion of new digital tools. To succeed, marketers must be able to plan, implement, and measure the impact of digital strategies that are suited to today's customers and integrated with their traditional marketing and business goals. This course provided a framework for developing marketing strategies in digital environments.

Students learned how to develop integrated digital marketing management strategies in pursuit of long term marketing objectives. This course was directed at students preparing for positions in digital marketing, digital analytics, brand and customer management, integrated marketing communications, and consulting. The Digital Marketing Workshop focused on how marketers can reach digitally savvy audiences, build deep customer relationships, and influence the digital path to purchase. Case studies illustrate best practices from across b2b and b2c industries. The topic was relevant to all management students across all disciplines.





