

Management Development
Programme on

Digital Marketing and Social Media Strategy

5-6 September 2024
SPJIMR Delhi Campus

PROGRAMME OVERVIEW

As the world moved to digital technology, with the pervasive use of computers and the omnipresent smartphones, organisations and business have had to move their messaging and marketing to the internet. Increasingly, digital is becoming the most important or sometimes the only means of communicating with all stakeholders. It is, therefore, vital for managers to understand, plan and execute a viable social media and digital marketing strategy.

KEY-HIGHLIGHTS

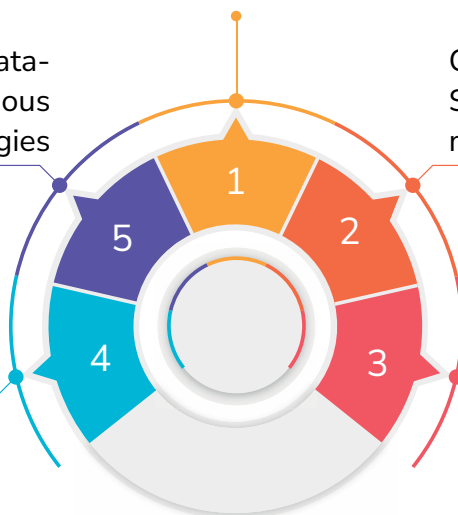
Strategic managerial perspective for effective digital marketing strategies.

Measurable impact through data-driven analysis and continuous optimisation strategies

Comprehensive curriculum covering SEO, SEM, social media, content, and mobile marketing

Practical skill development in stakeholder management and content planning.

Interactive learning with lectures, cases, and hands-on exposure to tools.



PROGRAMME OBJECTIVE

- The course is designed to give participants a managerial perspective on digital marketing.
- Participants will be exposed to the underlying principles of Digital Marketing and Social Media Strategy.
- The course will provide participants with a deeper understanding of various components and channels of digital marketing.
- Participants will develop a sound understanding of digital marketing fundamentals, which will allow them to design digital marketing strategies for firms and be able to manage teams of digital marketing professionals – both within the firm and with external agencies.
- The course will delve into elements related to search engine optimisation (SEO), social media marketing, content marketing, email marketing, paid advertising, mobile marketing and more.
- The course will provide you with a comprehensive understanding of these components, giving you a strong foundation to excel in your digital marketing efforts.

PROGRAMME PEDAGOGY:

The course delivery comprises a combination of lecture, case and exercises. The classroom learning involves concept discussions, case analysis, group-based learning and concept presentations.

PROGRAMME COVERAGE



PROGRAMME DURATION:

2 Days

VENUE:

SPJIMR Delhi Campus

PROGRAMME FEES:

Rs 24,900 per participant plus applicable taxes.
(Early Bird, Alumni and Group Discount applicable)

CERTIFICATE OF PARTICIPATION:

A certificate of successful participation by S.P. Jain Institute of Management & Research (SPJIMR) will be issued to each delegate at the completion of the program.



About SPJIMR

SPJIMR is counted among the top 5 B schools of India. In addition to our Mumbai campus, we also have a state-of-the-art Executive Education Centre in Delhi.

We are a part of the Bharatiya Vidya Bhavan and function as an autonomous Institute with entrepreneurial agility. Our guiding principles are to influence practice and promote value-based growth. We build on this through pedagogic innovations and pioneering programmes, which have helped us carve a unique and distinctive path in management education. SPJIMR has been recognised for its innovative programmes by global accreditation bodies- AACSB and AMBA.

Bharatiya Vidya Bhavan's S. P. Jain Institute of Management & Research (SPJIMR) is one of the seven Indian business schools (the other six are IIM Ahmedabad, IIM Bangalore, IIM Calcutta, ISB, IIM Indore and IIM Lucknow) to make it to the QS Global MBA rankings for the year 2023. This is the seventh consecutive year that SPJIMR is on this elite list. SPJIMR is part of the 151-200 rankings bracket for the fourth consecutive year.

International accreditation by AMBA and AACSB

Globally recognized among top 5 B-Schools from India

Renowned faculty with extensive corporate experience

42 years legacy of management education

25+ years of executive education

Over 12,000+ alumni

100+ Corporate Partners

50+ Global Partners



Programme Director



Prof. Shabbir Husain R.V.
Associate Professor, Marketing

Shabbir Husain R.V. is a faculty member in the Marketing area at SPJIMR. He has completed Fellowship Programme in Management (FPM) from Xavier Labor Relations Institute, Jamshedpur, and holds Post Graduate Diploma in Management from IIM Calcutta.

His career spans over 20 years, in which he was engaged with leading organisations such as Boston Consulting Group, Tata AIA Life, TCS and top academic institutions including IIM Udaipur and IIM Raipur. His research interest includes Sustainability Consumer behaviour, and Online Consumer Behaviour, and has presented his intellectual contributions through journal publications and conference presentations.

He has conducted several programmes for public and private sector organizations on digital marketing. He takes digital marketing classes for selected IIMs.

Dr. Ekta Saxena

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Bhavan's

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W: <https://www.spjimr.org/executive-education/open-programmes>

