

MANAGEMENT DEVELOPMENT PROGRAMME

Marketing in the Digital World



Overview

As the world moved to digital technology, with the pervasive use of computers and the omnipresent smartphones, organisations and businesses 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.

Who Can Attend?

This programme is suitable for all executives at middle and senior manager levels.

Key Topics Covered

- Strategic managerial perspective for effective digital marketing strategies.
- Comprehensive curriculum covering SEO, SEM, social media, content, and mobile marketing.
- Interactive learning with lectures, cases, and hands-on exposure to tools.
- Practical skill development in stakeholder management and content planning.
- Measurable impact through data-driven analysis and continuous optimisation strategies.

Prof. Shabbir Husain R.V.

Programme Director

Associate Professor, Marketing Chairperson, PG Executive Management Programme (PGEMP) & PG Programme in Marketing & Business Management (PGP-MBM)

Mode of Delivery:

Online

Duration:

16 Hours

Programme Dates:

1st-2nd February 2025,
8th-9th February 2025 &
15th-16th February 2025

Programme Fees:

INR 40,000 + GST

**10% Early Bird Discount and
Group Discounts Available**

Objectives



The programme 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 programme will provide participants with a deeper understanding of various components and channels of digital marketing.

Pedagogy



Interactive discussions & classroom activities



Caselets and case studies



Peer learning



Immersive learning

Certificate of Participation

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



Connect with Us



022 - 62134415



mdp@spjimr.org



www.spjimr.org

Apply Now

