

Digital Marketing (January 17-18, 2019)

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Introduction

We are currently witnessing a rapid growth of the digital age. With the liberalization of the global economy, markets have become ferociously competitive. Omnipresence of digital environment has further complicated the matter. Companies now must work harder than ever before to gain and keep customers, and at a competitive cost. Regardless of the industry, domain, or location, every business need to understand the power of digital marketing strategies to reach to their audience and market their offerings. The key lies in understanding the customer better than competition and rolling out marketing plans that elicit customer response to buy. Moreover, increasingly for the consumers, brand-related conversations, information gathering and purchase decisions are taking place via different digital platforms including social media. Digital platform is holistically changing how consumers consume and therefore how organizations, in response, do business.

This program will introduce you to several new frameworks, case studies and applications of digital marketing strategies in different organizations.

Programme Objectives

This programme aims to broaden the grasp of participants about tools and techniques to better understand their customers, who are now extensively digitally savvy, and develop strategies to acquire and keep customers loyal.

Target Group

Though the program is largely targeted to Marketing and Advertising professionals from any organization, it is open to everyone who want to prepare themselves to undertake digital marketer positions across organizations. There is no pre requisite requirement for this program.