

Programme Overview

Times have changed, and even the way businesses approach their customers has shifted. Marketing all over the world is getting dependent on digital technology for reaching market segments, conducting market research and for managing content, no matter what industry it is.. Digital marketing is a way of creating awareness and trust in brand or product/services through digital mediums. Various online platforms are being used to reach out, communicate and educate potential customers. Digital marketing holds a significant role for both customers as well as for the companies selling their products and services. With customer increasingly going online, businesses are looking for ways to reach out to them in the dynamic digital space. This course has been designed with the objective to familiarize participants with key aspects of digital marketing. The participant is expected to gain working knowledge in digital marketing domain and develop an understanding of the framework within online marketing businesses and its operations..

Objectives

- To orient the participants about various digital marketing techniques and to enhance the digital marketing quotient of the participants.
- To upskill the participants in designing and executing suitable digital marketing campaigns.

Content

- Introduction to Digital Marketing and orientation towards various tools and techniques of digital marketing.

- Social Media Marketing (SMM), concept, segmentation, applications and strategies.
- Search Engine Optimisation (SEO), types, techniques, strategies.
- Search Engine Marketing (SEM), Google Adwords, PPC, Content optimisation.

Pedagogy

The program will use online lectures, online interactions along with hands-on experience in using and executing various digital marketing tools and techniques.

Key Takeaways

The participants will enhance their learning in digital communications and will get exposure to various digital marketing tools and techniques. Ultimately the participants will be able to design and execute a digital marketing campaign for their firm apart from expansion of professional and personal network.

Who Should Attend?

This programme is meant for marketing and communication professionals in public & private organizations also for MSMEs and start-ups. The basic marketing knowledge (about 4Ps and promotion mix) and knowing the basics of ICT are prerequisites.

Programme Director

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