



# INDIAN INSTITUTE OF MANAGEMENT CALCUTTA

## DIGITAL AND SOCIAL MEDIA MARKETING FOR BUSINESS GROWTH



**Programme Director: Prof. Saravana Jaikumar**



**Programme Dates: August 22- 26, 2022**



**Programme Venue: MDC, IIM Calcutta**



# INTRODUCTION

Digital media, a collective term for an amalgam of communication applications that include podcasts, Facebook, Twitter, wikis, blogs and social network sites, is a powerful platform available to modern business organisations in communicating and engaging with different stakeholders in general and customers in particular. These new age tools allow firms to engage in timely and interactive manner with their consumers at relatively low cost and higher levels of efficiency than can be achieved with more traditional communication tools.

Using digital and social media, organizations can implement proactive strategies to shape consumer attitude and behaviour by engaging digital consumers and stakeholders. The proposed programme is aimed at helping participants learn the nuances of the digital marketing tools and enhance their ability to develop effective and cost effective digital and social media marketing programmes for achieving business goals.



## OBJECTIVES

The Programme Objectives are:

- To familiarise the participants about the digital and social media marketing tools
- To help participants develop effective digital and social media marketing programmes
- To understand and learn ways to measure digital and social media marketing plans effectiveness
- To learn ways and means of integrating digital marketing strategies in the larger marketing plan for business growth



## PEDAGOGY

Case Studies, Hands on exercises and projects, lectures.



## WHO MAY ATTEND

Professionals / practitioners responsible for designing and executing organisations's digital media initiatives in the marketing and strategy domain. Professionals involved in executing digital marketing programs and are responsible for identifying new digital initiatives for their organisation including those keen to learn insights, trends and strategies to enhance business performance.



## KEY TOPICS

- Preface to Digital Marketing: India and the World
- Search Engine Marketing (Google Ecosystem & Search, SEO & SEM)
- Content Marketing Strategies
- Social Media Marketing
- Facebook Ecosystem Marketing (FB, Instagram and Whatsapp)
- Youtube and Video Advertising: Understanding the context and usage
- Web Analytics and Competitor Intelligence
- Remarketing
- A/B Testing
- Pricing for the Digital Consumer



## PROGRAMME DIRECTOR

**Prof. Saravana Jaikumar** is Assistant Professor in Marketing area at IIM Calcutta. He is a Fellow (Ph.D.) of Marketing from IIM Ahmedabad and MBA from Cardiff Business School, UK. His research work has been published in reputed international journals including Journal of Advertising Research, Journal of Business Research, Marketing Letters and Journal of Product and Brand Management. He is interested in research related to pricing, pharmaceutical price regulation, and consumer behavior at the 'bottom of the pyramid'. His research work is mainly quantitative in nature and includes application of machine learning and artificial intelligence techniques to resolve marketing issues.



## PROGRAMME FACULTY

**Laxminarayanan G** is a management consultant, helping clients to solve business problems with the help of technology. He is a management graduate from IIM Lucknow with a Post Graduate Diploma in AI/Machine Learning from IIIT Bangalore. He is an experienced management consultant with extensive experience in providing Digital marketing, AI and analytics consulting to many Fortune500 companies over the last 15 years. He is also a visiting faculty in IIM Kolkata, IIM Lucknow and IIM Trichy engaged in teaching modern day tools and techniques for students. He is an avid speaker at different industry forums and a regular guide to several MSMEs.



## PROGRAMME DETAILS

- **Duration:** August 22- 26, 2022
- **Programme Commencement:** 9:00 AM on August 22, 2022
- **Programme Conclusion:** 2:00 PM on August 26, 2022
- **Venue:** Management Development Centre (MDC), IIM C Campus
- **Accommodation:** For Residential participants
  - **Check in:** August 21, 2022 (6:00 pm onward)
  - **Check out:** August 26, 2022 (2:00 pm)



## PROGRAMME FEES

- **Residential (R):** ₹ 135,000/- plus taxes and surcharges as applicable.
- **Non-Residential (NR):** ₹ 125,000/- plus taxes and surcharges as applicable.

We would strongly encourage candidates to enroll as Residential participants, as the experience of an MDP is optimized in a full-immersion mode.

### Discount on Programme fees:

A discount of 10% on the Programme fees can be availed by an organization if it nominates at least 4 participants for a particular MDP.

## TERMS & CONDITIONS

- Participants would have to make their own travel arrangements.
- Accommodation at IIM C will be provided till 2.00 p.m. on the last day of the Programme. Participants staying beyond this time will have to bear additional stay and food charges, which they have to settle directly with the hospitality service provider, conditional upon room availability.
- Cancellation Policy: In case you/your nominated candidate(s) does(do) not attend the programme, 40% of the programme fees will be retained, as per policy.
- Executive Education Alumni: With effect from April 1, 2017, participants of IIM Calcutta's 'Open' MDPs who attend 20 days of learning through two or more Open MDPs will be eligible to apply for 'Executive Education Alumni of IIM Calcutta' status.





## HOW TO APPLY

- You can apply/nominate your personnel by clicking on the "Apply Now" link corresponding to the particular MDP, as appearing on our online calendar available at: <https://iimcal.ac.in/mdp/mdp-calendar>
- Once the candidature(s) is (are) approved, the sponsoring authority or participant (in case of self-nomination) will be intimated over email along with the Payment Advice seeking programme fees in advance.
- Programme fees can be remitted online through Electronic Fund Transfer (NEFT/RTGS).
- Upon remitting the fees online, kindly intimate CMDP office with the UTRNo./relevant transaction details through email, so that we can connect your remittance to your nomination(s). Please note that confirmation of participation is subject to receipt of Programme fees by CMDP Office before commencement of the MDP.

## IIM CALCUTTA'S RANKINGS AND ACCREDITATIONS

- Triple accreditations by AACSB (Association to Advance Collegiate Schools of Business), AMBA (Association of MBAs) and EQUIS.
- IIM Calcutta is the only B-school in India to be a part of the prestigious CEMS. (The Global Alliance in Management Education or CEMS (formerly the Community of European Management Schools and International Companies) is an international cooperation of leading business schools and universities with multinational companies and NGOs).
- IIM Calcutta has been ranked at No. 2 in India and 59 Globally in the Financial Times Executive Education Ranking 2022. IIM Calcutta had secured 2nd rank amongst all B-schools in India and 21st Globally, in Financial Times: Masters in Management Rankings 2020.



### Our correspondence address is as follows:

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For all other details on administrative matters please refer to the 'Guidelines for Participants' on our website or e-mail to [program\\_mdp@iimcal.ac.in](mailto:program_mdp@iimcal.ac.in)