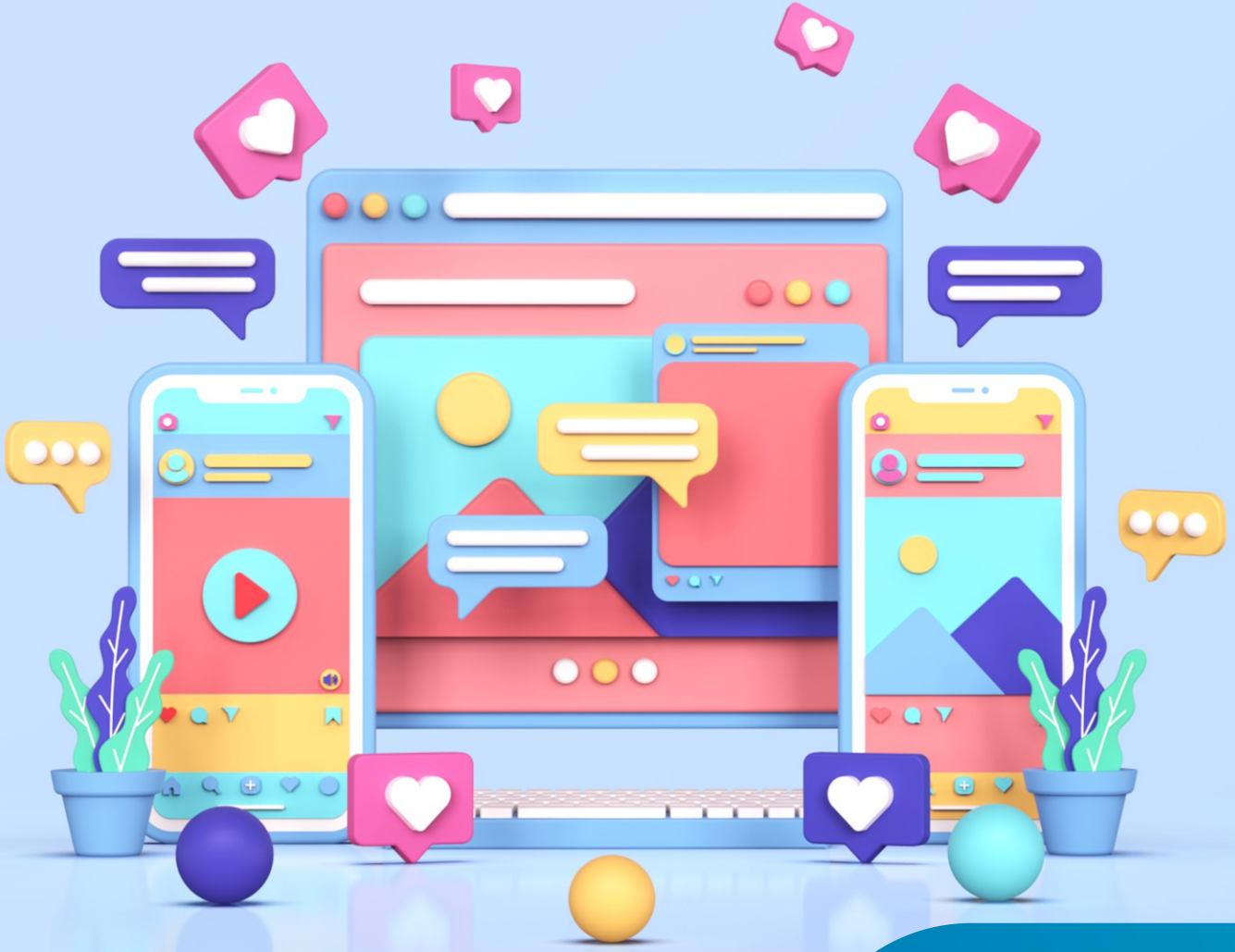




भारतीय प्रबंध संस्थान काशीपुर
Indian Institute of Management Kashipur



EXECUTIVE DEVELOPMENT PROGRAM IN
**DIGITAL MARKETING AND
ANALYTICS**

Online Classes & Campus Immersion

7th Batch



Batch Intake 50 Candidates Only



ABOUT IIM KASHIPUR

The Indian Institute of Management Kashipur is set up with the mission to drive academic excellence using innovative teaching methods, promoting research and practice of sustainable leadership. The institute commenced operations in July 2011 with a vision to become, over the next 10 years, one of the top business schools in India developing leaders who can perform globally. The fraternity diligently follows the core values of mutual respect, lifelong learning, the pursuit of excellence, transparency, and integrity.

The flagship program of the institute are Master of Business Administration (MBA) and Master of Business Administration (Analytics) which are full time, two-year residential programs. The institute also offers a two-year weekend Executive Master in Business Administration (MBA-WX) for working executives. Doctoral Program– PhD and Executive Fellow Program (EFPM) are the two doctoral programs launched in 2015 and 2014 respectively. The faculty at IIM Kashipur represents one of the best mixes of academic and industrial experiences.

The 200-acre campus spreads loudness and cheers in the serene town of Kashipur, nested in the lap of Himalayas. The vibrant youth converging from across the country has lent life to and energized the beautiful campus. The institute brags of being situated in one of the densest industrialised districts in the nation with more than 180 ventures that have set up their plants in and around the region. This places the institution at a vantage moment when it comes to 'Learning by Doing' through regular industry interaction and live projects.

ABOUT VALUE VIDYA

Value Vidya is one of the leading Ed-Tech startups in India. We partner with top IIMs and global business schools to curate and deliver the best and most relevant executive programs for working professionals. We deliver best-in-class service to our students, which is accomplished by our constant focus on quality, integrity, consistency and customer focus. Our state-of-the-art Learning Management System (LMS) ensures a smooth and high quality learning experience for professionals. Learn from anywhere and take your career to the next level with Value Vidya.



ABOUT THE PROGRAM

Executive Development Program in Digital Marketing & Analytics with IIM Kashipur intends to equip the participants with the Digital Marketing & analytical concepts, strategies, tools and techniques enabling them to handle the marketing problems in the digital economy effectively and confidently.

Digital Marketing and Analytics is crucial for development of a successful management professional. It is a critical skill for acquiring, managing and retaining customers in the dynamic online environment. Over the last few years consumer behavior has changed drastically and firms had to quickly adapt to these changes. Consumers today are vocal on online platforms forcing companies to maintain online presence. On the other hand, pure digital marketplaces have emerged where all marketing functions are conducted on the online platforms. These broad changes have led to emergence of digital marketing and analytics.

Participants will get exposure to the digital marketing and analytics through various practice exercise, hands-on-experiences of various digital marketing and analytical tools and best practices. The knowledge and skills gained from this executive development program will help future managers in forming digital marketing strategy in order to optimize digital marketing performance effectively.

WHO SHOULD ATTEND?

- Working Professionals from any domain
- Sales & Marketing Professionals
- Entrepreneurs/Directors/Owners
- Social Media Managers/Digital Marketing Managers
- Business Analysts

PROGRAM HIGHLIGHTS



CERTIFICATION FROM IIM KASHIPUR

On successful completion of the program, the students will receive a certificate of completion by Indian Institute of Management Kashipur.



HANDS ON EXPOSURE TO TOOLS & PLATFORMS

Get hands-on exposure to tools and platforms which are essential for digital marketing professionals. A project will also be assigned to the participants.



WEEKEND ONLINE & INTERACTIVE CLASSES

Classes are held on weekends so that learning and work can be managed together and it's easy for working professionals to attend lectures.



LEARN FROM TOP FACULTY PANEL/INDUSTRY EXPERTS

Attend live sessions by top IIM faculty panel and renowned industry experts in the field of digital marketing.



INSIGHTS INTO DIGITAL MARKETING & ANALYTICS

This course is full of hands-on exercises to get an in-depth understanding of advanced techniques & tools that can help the participant to solve complex marketing problems in an easy and structured way.



COURSE DESIGNED FOR WORKING PROFESSIONALS

The program is designed for working professionals to maximize their practical learning through lectures, case studies, peer discussions, industry sessions, project work, business simulations and more.



CAMPUS VISIT

The program features on campus learning at IIM Kashipur at the end of the program to complement the online component of education.



MASTERCLASS SERIES WITH INDUSTRY EXPERTS

The Masterclass will showcase a selection of expert insights from industry leaders who will discuss the latest industry trends and digital marketing strategies.

PROGRAM OUTLINE

Overview of Digital Marketing and Analytics

- Introduction to Digital Marketing and Marketing Management Concepts
- Developing digital marketing plan for offline and online firms, PR and Branding
- The Downside to Traditional Marketing
- Benefits of Digital Marketing
- How We Use Both Digital & Traditional Marketing
- Customer engagement and Customer Journey in Virtual world Social Media Marketing

Social Media Marketing

- Social Media Marketing Strategy
- Facebook and Instagram Marketing
- Practical Exercise on Developing FB Pages and Effectively Managing the Page
- Facebook Ads and Twitter Profile Management
- LinkedIn for Business and Managing Presence on LinkedIn
- Virtual Community Management
- YouTube Videos and Facebook Groups

Google AdWords & Online Display Advertising

- Google AdWords
- Online Display and Search Advertising

Content Marketing

- Developing effective content
- Content tools

Search Engine Optimization

- Understand Search Engines & Google
- On-Page SEO
- Off-Page SEO

Search Engine Essentials

- Search Engine Algorithms
- Local SEO & SEO Project Essentials
- Search Engine Marketing and Keyword planning (SEM)

Email Marketing

- RFM Analysis and Optimizing Direct Mail Campaigns
- Scheduling of Campaigns
- Email Analysis

PROGRAM OUTLINE

Mobile Marketing

- Mobile Marketing
- App Based Marketing & App Store Optimization
- App Stores- Google Play, iTunes App Store
- App Analytics Tools

Digital Marketing Analytics

- Digital Marketing Effectiveness
- Google Analytics
- Advertising Effectiveness

Knowing your customer

- Recommendation System
- Marketing Basket Analysis
- Collaborative Filtering

Web and Social Media Analytics

- Text Data Analytics
- Network Data Analytics
- Managing Twitter Data

Using AI tools for Digital Marketing

- ChatGPT for Digital Campaign Management

Emerging Trends in Digital Marketing

- Artificial Intelligence in Digital Marketing
- AR, VR, and Metaverse in Digital Marketing

Introduction to Analytics

- Marketing Analytics
- Descriptive, Predictive, and Prescriptive Analytics

TOOLS COVERED





MASTERCLASS 2023 SERIES

The Masterclass sessions are a series of 8 industry lectures which will complement your learning from the course. These sessions will provide you lots of practical exposure in how digital marketing works in the industry. Many vital tools and techniques will be taught by leading industry experts.

After completing the IIM Kashipur course and the additional Masterclasses, you will gain complete 360 degrees understanding in all aspects of digital marketing. Such a learning experience combining top class IIM faculty, industry leaders and platform experts has never been released before. Happy learning!

Note: Minimum 60% attendance is required in Masterclasses to get certificate from Nulearn

MASTER CLASS SESSIONS

Advanced Facebook Marketing

facebook Ads

Facebook Ads is essential for digital marketers as it allows placement of ads on Facebook and Instagram, where a large majority of our audience is present. Topics such as audience targeting, ad creation, campaign management, performance analysis etc. will be discussed.

LinkedIn Ads & Twitter Ads – 1 Session

LinkedIn Advertising

LinkedIn is a social media platform focusing on working professionals. The audience is often more suited for business products and services. Sectors in which LinkedIn Ads are highly important are education, IT services, B2B products, financial services and so on.

Twitter Ads

Twitter Ads is a great way to advertise to the right audience using tailored audiences, specialized targeting. Industries such as news, entertainment, technology and politics are especially suited to this ecosystem.

Quora Ad Manager – 1 Session

Quora

Quora is a Q&A platform. The advertisers can run ads on specific topics of their choice such that only relevant users see their ads. The audience reading Quora answers is highly engaged and has high intent.

EMINENT FACULTY PANEL



Dr. Utkarsh
PhD (University of Lucknow)

Dr. Utkarsh has over eight years of teaching and research experience in the field of marketing management. He received MBA and Ph.D from University of Lucknow. Prior to joining IIM Kashipur, he worked as a faculty member at T A Pai Management Institute, Manipal. In the beginning of his academic career, he worked as a research associate at IIM Lucknow. His research interests include information search behaviour of consumers and consumer well-being. He has primarily explored the role of individual differences and consumer knowledge in information search and dissemination behaviour. His recent work focuses on enhancing the financial well-being of young adults.

He has published in reputed international journals such as International Journal of Consumer Studies, Journal of Retailing and Consumer Services, Services Marketing Quarterly, The Marketing Review and Information Technology and Tourism. He has reviewed manuscripts for several journals and conferences including Journal of Retailing and Consumer Services and EMAC Conference (2017-2019), Sage Publications, and McGraw Hill India.



Dr. Rajiv Kumar
PhD (IIM Ranchi)

Dr. Rajiv Kumar holds Ph.D. in Information Systems from Indian Institute of Management Ranchi. He is M. Tech in media and sound engineering from Indian Institute of Technology Kharagpur, and B.E. in computer science and engineering from IETE Delhi. Before joining IIM Kashipur, he was Assistant Professor at Amrita School of Business, Coimbatore. He also has four years work experience in industry, namely at Samsung India Software Operation Pvt. Ltd and Texas Instrument (India) Pvt. Ltd.

He has teaching interest in Management Information Systems, Advanced Business Analytics, Business Research Methods, Data Analytics Using R & Python, Big Data Analytics, Business Research Methods, and Qualitative Research Methods. His research interests include E-services, Impact of Artificial Intelligence, Dark Side of Digital Transformation, Technology and Society, Sustainable Innovation, Diffusion of Innovation/Technology Adoption, and Internet of Things. He has published his research in Information Technology & People, Australasian Journal of Information Systems, International Journal of Retail and Distribution Management, Computers in Human Behaviors, Journal of Internet Commerce, Digital Policy, Regulations, and Governance and Journal of Global Operations and Strategic Sourcing. He is a member of the editorial review board of the Journal of Global Information Technology Management. He also serves as a reviewer for several journals of international repute.

SAMPLE CERTIFICATE

SAMPLE

Enrollment No.
IIMKSP/2022-23/EDP/DMA-B1/001


IIM KASHIPUR
भारतीय प्रबंध संस्थान काशीपुर
INDIAN INSTITUTE OF MANAGEMENT KASHIPUR

This certificate is awarded to
PARTICIPANT NAME
who has successfully completed the prescribed course, and
fulfilled all other requirements of the
**Executive Development Programme in
Digital Marketing & Analytics**
Conducted by IIM Kashipur
During
dd-mm-yyyy to dd-mm-yyyy

IIM KASHIPUR

Programme Director Assistant Dean, Development Director, IIM Kashipur

SAMPLE

Enrollment No.
IIMKSP/2022-23/EDP/DMA-B1/001


IIM KASHIPUR
भारतीय प्रबंध संस्थान काशीपुर
INDIAN INSTITUTE OF MANAGEMENT KASHIPUR

This certificate is awarded to
PARTICIPANT NAME
who has participated in the
**Executive Development Programme in
Digital Marketing & Analytics**
Conducted by IIM Kashipur
During
dd-mm-yyyy to dd-mm-yyyy

IIM KASHIPUR

Programme Director Assistant Dean, Development Director, IIM Kashipur

NOTE:

- This is sample certificate. Subject to be changed.
- Certificate of Completion/Participation will be given to participants on the basis of Assessments, Quizzes & Final Exam.



COURSE DELIVERY

Duration: 6 months blended
Delivery mode: Nulearn Plug n Learn
Frequency: Once in a week

NOTE: On-campus component is subject to COVID and other restrictions. Classes may be completed online at the discretion of the institute.



COURSE SCHEDULE

3 hours on every Sunday at 9:00 AM- 12:15 PM (Including 15 minutes Break)
Course Commencement Date: 3rd March 2024



COURSE PEDAGOGY

The primary method of instruction will be through LIVE virtual lectures that will be beamed online via internet to desktops/laptops of students or classrooms. The lectures will be delivered by eminent faculty from IIM Kashipur. All enrolled students will also be provided access to the Cloud Campus through which they may access other learning aids, reference materials and assessments, case studies, projects and assignments as appropriate. Throughout the duration of the course, students will have the flexibility to approach the Professors, real time during the class or offline via the Cloud Campus to raise questions and clear their doubts.



ELIGIBILITY

- For Indian Participants – Graduates from a recognized University (UGC/AICTE/DEC/AIU/ State Government) in any discipline with Mathematics/Statistics up to 10+2 level.
- For International Participants – Graduation or equivalent degree from any recognized University or Institution in their respective country.
- Proficiency in English, spoken & written is mandatory.
- Min 2 years of Work Experience



PAYMENT MODE

Online payment or DD in favor of "VALUE VIDYA LLP" payable at "Bengaluru".



ASSESSMENT CRITERIA

- Course will be taught through online platforms.
- Instructor's notes, data and scripts will be shared via LMS.
- Participants will be evaluated continuously through continuous assignments.
- A project will be allotted to participants.
- There will be final examination with multiple choice questions.
- Merit of certificate will be awarded to top three participants.



HOW TO APPLY

To apply, working professionals can register at <https://www.ValueVidya.com> or call at +91 6366125554

FEE STRUCTURE & EMI PLAN

Program Fee:

For Indian Residents	INR 75,000+ GST*
For International Students	\$1,500

***Application Fee of 1000/- INR** to be paid at the time of registration

Note:- Application fee is non-refundable even if the application is rejected or enrollment is cancelled.

Installment Schedule:

1st	INR 25,000 + GST* / \$500	Immediate Payment
2nd	INR 25,000 + GST* / \$500	Payment Deadline - 10th February 2024
3rd	INR 25,000 + GST* / \$500	Payment Deadline - 25th March 2024

No Cost 6 Months EMI Option available by our loan partner:

Pay as Low as 12,500 + GST* per month.

(12,500 + GST* x 6 = 75,000 + GST*)

* Loan option with interest available in 9 & 12 EMIs

* EMI dates may vary on a case to case basis

* 1% + GST* processing fees will be charged by loan partner in 6/9/12 months EMI.

For Admission Enquiries Please Contact :



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Email :
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