



One-Day Workshop
On
Digital Marketing

14th July 2018, IBS Gurgaon

ICFAI Business School
Venue: IDPL Complex, Old Delhi –Gurgaon Road,
Dundahera, Gurgaon- 122016

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ABOUT IBS

IBS Gurgaon, with the vision of creating a new cadre of management professionals, is located in Gurgaon, the fastest growing corporate city in India. IBS - Gurgaon offers a two-year Post-graduate Program in Management to prepare the students for successful corporate careers. IBS Gurgaon has been consistently ranked amongst the best business schools in India and its uses the unique Case-based method of learning. Our program in management is market driven and designed to meet the industry demands. IBS campuses are located at Hyderabad, Bangalore, Gurgaon, Mumbai, Pune, Dehradun, Ahmedabad, Kolkata and Jaipur. IBS Gurgaon, apart from its Post -graduate educational program has also been involved in training and dissemination of knowledge through its Management Development Programs.

ABOUT WORKSHOP

The one-day workshop on “Digital Marketing” is specifically designed to make participants learn how to develop an effective digital marketing strategy for both B2B and B2C businesses. Participants will gain broad insight on the most current digital marketing strategies, frameworks, and methodologies practiced by digital marketing industry experts.

OBJECTIVES

By the end of this workshop, participants should:

1. Be able to demonstrate a comprehensive understanding of the concept of digital marketing, features of various digital marketing channels, and market strategy.
2. Gain actionable insights on the latest digital marketing trends and various digital marketing channel strategies in both B2B and B2C contexts.
3. Be able to select appropriate digital marketing channels based on the marketing strategy.
4. Be able to develop a digital marketing strategy and create roadmaps for campaign implementation to achieve business and marketing objectives.
5. Be able to review performance indicators to measure the effectiveness of a digital marketing strategy.

RESOURCE PERSONS

Mr. Ankush Arora is an alumnus of IBS-Gurgaon and has a corporate experience of more than 7 years with vCustomer, Vertex Data Science, Toluna, IMRB International, 6d Technologies and Mfilterit at Senior Analyst roles. Presently, he is the Lead – Mobile Analytics at Mfilterit. He is an expert in the field of Market Research and Analytics, primarily focusing on Digital and Telecom domain.

Ms. Anukriti Jain is an alumnus of IBS-Gurgaon. She is the Associate Manager at NetAd with a demonstrated history of working in the telecommunications industry. She has worked in Exponential, V3 Mobi Communications Pvt. Ltd. and VVAS. She is skilled in Search Engine Optimization (SEO), Market Research and Management.

METHODOLOGY

A range of instructional design methodologies (e.g. brainstorming & group discussion, case study & problem-solving, concept formation, role-play), integrated with a mix of interactive quiz and presentation will be used to facilitate and engage the learning experience.

WHO MAY ATTEND?

IBS-Alumni who are keen to gain a comprehensive understanding of digital marketing strategy, the campaign development and implementation, may attend the workshop.

PATRON: Prof. S.C. Sharma, Director, IBS Gurgaon