

MANAGEMENT DEVELOPMENT INSTITUTE MURSHIDABAD

ONLINE MANAGEMENT DEVELOPMENT PROGRAMME

ON

DIGITAL MARKETING: TRENDS AND TECHNIQUES

1ST - 2ND MARCH, 2024 11.00 AM TO 1.00 PM & 2.00 PM TO 4.00 PM



OBJECTIVE

This program will provide actionable insights of digital marketing adopted during crisis. Marketers are often faced with the challenge to do more with less in today's business environment. Many organizations which requires digital professionals to scout for cost effective tools and techniques due to resource crunch or budgetary constraints. In this digital age, connecting with customer becomes a tricky thing with multiple touch points. Moreover there is a new phenomenon of collaboration and co-creation along with users/consumers. These emerging principles are being adopted by digitally acclimatized organizations. Marketers must focus on digital tools with high priority focus on the customer experience and value. Digital adoption can provide an edge to firms over any competitor. This program will act as a catalyst of digital marketing adoption with a frugal mindset.



THE TARGET PARTICIPANTS

Mid level digital business professional who are transitioning towards leadership positions.



LEARNING OUTCOMES

Participants will be able to understand and apply digital marketing knowledge.



PROGRAM CONTENTS

- Crowd of digital technologies
- DIY tools and techniques
- Frugal approach for modern firms
- Emerging trends in digital marketing
- Data based decisions in digital marketing
- Digital Marketing analytics



PEDAGOGY/ METHODOLOGY

Lectures, Workshop, Case Method, Hands on Experience.



VENUE AND DURATIONS

The programme will be held online through Zoom platform 1 & 2 March 2024. All participants will be awarded with an e-certificate with digital signature by MDI Murshidabad upon successful completion of the programme.



REGISTRATION AND PROGRAM FEES

The program fees will be "Rs. 6000/- +GST (18%)

Registration Link: <https://forms.gle/AxZJfBFnK7egyo389>

• No refund of Course Fees but substitute allowed.
The program fees can be paid through bank transfer as per the bank details given below:

Account Name: MANAGEMENT DEVELOPMENT INSTITUTE SOCIETY

Bank Name: Punjab National Bank, Omarpur Branch

Account Number: 1377205500000019

IFSC Code : PUNB0137720

The payment can be made through our website also

Link: <https://www.mdim.ac.in/online-mdp-registration>

(Please share the transaction details for verification purposes after making payment)



PROGRAM DIRECTOR



Dr. Ravi Shankar Bhakat

Assistant Professor-Marketing

Dr. Ravi Shankar Bhakat has 10+ years of experience as researcher, practitioner and academician. His has been associated in the areas of marketing and general management field. The research works undertaken by him are related to the contemporary consumer behavior and modern business and marketing environment. He has served as full time scholar as teaching and research assistant at NIT Trichy. Dr. Ravi has published papers in indexed International and National Journals of repute with high citations. His works are presented research works in International Conferences and Colloquiums. Before joining academia, he was associated with couple of startups and small businesses at managerial positions. His major educational credentials include MBA, PhD and UGC NET.

ABOUT MDI

The campus of MDI Murshidabad is located in the northern part of the State of West Bengal, India. Management Development Institute (MDI) was set up as an autonomous body in 1973 in collaboration with KFW, West Germany, and with the active support of the Industrial Finance Corporation of India (IFCI). MDI renews its commitment towards imparting quality management education. MDIM prides itself in not only providing Management Education but also developing ethical corporate citizens for tomorrow's India. The Murshidabad campus is a part of MDI's vision to nurture and promote local talent and enterprise.



Certificate of participation shall be provided after the completion of the course and submission of course feedback

CONTACT INFORMATION



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