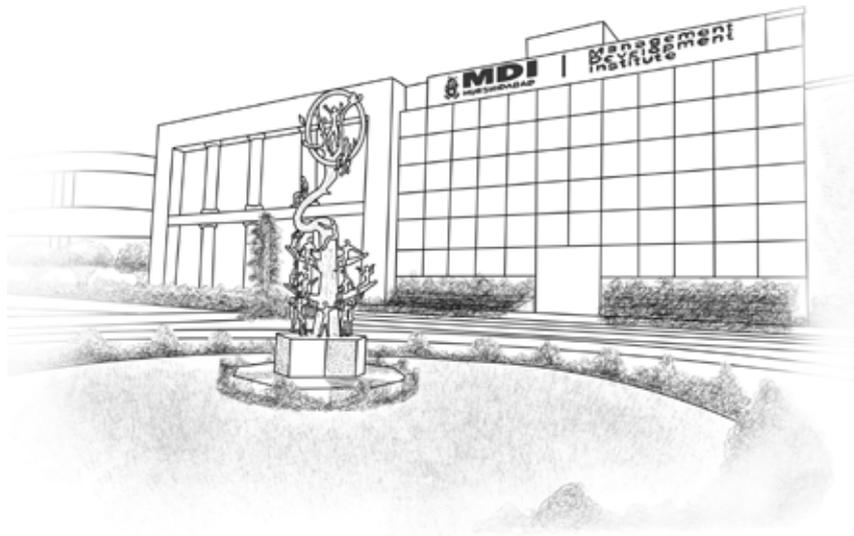


MANAGEMENT DEVELOPMENT INSTITUTE MURSHIDABAD

MANAGEMENT DEVELOPMENT PROGRAMME DIGITAL MARKETING TRENDS AND INSIGHTS

 26-28 NOVEMBER, 2025 (WED-FRI)



Course Objectives

Digital marketing includes a range of approaches and tactics to reach and persuade the target audience through digital media. Digital marketing empowers companies to bolster larger marketing campaigns to enhance brand awareness and recognition, generate leads, increase website traffic, drive sales, and foster business growth. Its effectiveness lies in precisely targeting both broad and specific audiences through relevant campaigns and messaging. This programme intends to provide a foundational understanding of digital marketing concepts and the latest trends. It aims to equip professionals and individuals with apt digital marketing tools for creative, analytical, and strategic business use.



The target participants

Entry, Middle, and Top-Level Executives working in public, private, joint, and cooperative sector companies



Learning Outcomes

This programme intends to:

- Provide an understanding of digital marketing fundamentals

- Develop skills in using digital marketing tools and adapting emerging marketing trends
- Learn to effectively segment and target audiences, and design impactful marketing campaigns across digital platforms.



Program Contents

- Digital Marketing-background and concepts
- Search Engine Optimization
- Website Marketing
- Social Media Marketing
- Content Marketing
- Digital Communication Trends
- Managing Human Resources in the Digital Era



Pedagogy/ Methodology

An appropriate mix of interactive lectures, case studies, and real-world practical exercises.



Faculty

The faculty will comprise the MDIM core faculty



Registration & Fees

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is **Rs. 10,000/ day / participant+ GST** which includes a professional fee and all charges for lodging and boarding and supply of course materials. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

The program fees can be paid through bank transfer as per the bank details given below:

Account Name: **Management Development Institute Society**
 Bank Name: **ICICI Bank**
 Account Number: **201505024814**
 IFSC Code : **ICIC0002015**
 Branch Name: **Jangipur**
 (Please share the transaction details for verification purposes after making payment)



Venue & Duration

The programme is scheduled during **26th to 28th November 2025 (Wed- Fri)** on a residential basis at MDIM Campus, Kulori, P.O.-Uttar Ramna, P.S.- Raghunathganj, Dist.-Murshidabad, West Bengal, PIN-742235, India. Accommodation for participants would be available at **MDIM Campus** from the noon of **25th November 2025** to the forenoon of **26th to 29th November 2025**



Enquiry

For any Additional information/enquiry, please write to:

Department of Continuing Education
Management Development Institute Murshidabad
 Kulori, P.O.-Uttar Ramna, P.S. - Raghunathganj
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Programme Director



Dr. Shivani Saini
Assistant Professor- Marketing

Dr. Shivani Saini is an Assistant professor in the Marketing Area at the Management Development Institute (MDI) Murshidabad, West Bengal, India. She is MBA (Hons.), Ph.D. in Business Management, and UGC-NET qualified. She holds her doctorate in marketing from Dr. B R Ambedkar

National Institute of Technology, Jalandhar, Punjab, India. She has over seven years of teaching experience in renowned management and engineering institutes. She has authored various national and international publications in ABDC, ESCI, and Scopus-indexed journals, including a book on Consumer Experience Management titled "Revolutionizing Business Marketing through Experience Mix: Designing and Managing Perfect Customer Experiences". She has also presented at reputable national and international management conferences. Her research interests are Customer Experience Management, Customer Relationship Management, Consumer Behaviour, and Sustainable Management.

About MDI Murshidabad

Management Development Institute (MDI) was set up as an autonomous body in 1972. With an intention to impart management education, nurture local talent, and groom them to become global Leaders, Management Development Institute (MDI), launched its second campus in Murshidabad in the year 2014. The foundation stone was laid on the 31st of October 2010 at Jangipur, Murshidabad, West Bengal by the then Honorable Union Minister of Finance, Govt. of India, Shri Pranab Mukherjee. In 2014, MDI Murshidabad (MDIM) launched its Post Graduate Diploma in Management (PGDM). It was commemorated in the presence of the then honorable President of India Shri Pranab Mukherjee, by an inspiring address by him to our first batch of PGDM students on the 24th of August, 2014. This was followed by a deliberation made by Shri Arun Jaitley, then Hon'ble Minister of Finance, Defence & Corporate Affairs, Govt. of India. PGDM offered by MDIM is recognized and accredited by the All-India Council for Technical Education (AICTE), New Delhi, National Board of Accreditation (NBA). PGDM course is also recognised as equivalent to MBA by AIU for a period of three years (01.07.2024 to 30.6.2027). The Murshidabad campus is a part of MDI's vision to nurture and promote local talent and enterprise. The campus of MDI Murshidabad is in the central part of the State of West Bengal, India. MDIM prides itself in not only providing management Education but also developing ethical corporate citizens for tomorrow's India.

MDI Murshidabad continues to uphold its commitment to excellence in management education, as evidenced by its consistent IIRF rankings. This year MDI Murshidabad has secured the **prestigious position of State Rank 1 among the Best B-Schools (Private) for PGDM General** and has also secured the **prestigious position of Zone Rank 3 for the overall category.**

Management Development Programme (MDP)

MDI Murshidabad has been conducting Training Programmes of strategic intent since inception. In this regard our MDPs not only aim at acquiring and upgrading knowledge and competencies in generic areas but also assist in specific areas to thrive in the competitive world of business. Our fundamental programmes revolve around leadership, Change Management, Managerial Effectiveness, Sales Excellence, Service Excellence, Sales & Distribution Management, How to build a Strong Brand. Cost Management, as well as emerging issues like AI&ML, Business Analytics, HR Analytics, Digital Marketing, and Data Science. MDIM is committed to impart quality management education. It understands the requirements of the modern business organizations and offers need-based customized MDPs to meet the organizations' excellence. To do so, the pedagogy adopted across the MDPs is based upon experiential learning exercises that believe in learning while doing. We are also conducting open MDPs for several valued clients who herald from various sectors. Such MDPs have been developing the holistic perspectives of the clients to resolve any given issues through cross-pollination of ideas.

Certificate of Participation shall be provided after the completion of the Course.

CAMPUS DETAILS



Campus Address:

Management Development Institute Murshidabad

Kulori, P.O.-Uttar Ramna, P.S. - Raghunathganj

Dist. Murshidabad, West Bengal, PIN-742235

Contact Details: +91 9674727164/ +91 9674757164 (Extn: 127/183)

Visit: www.mdim.ac.in, e-mail: ce@mdim.ac.in