



भारतीय प्रबंधन संस्थान जम्मू  
Indian Institute of Management Jammu

3 MONTHS

# EXECUTIVE PROGRAM IN DIGITAL MARKETING

BATCH 5

Live Online Sessions  
On Saturdays

EARLY BIRD REGISTRATION

Till 1<sup>st</sup> October 2024

PROGRAM START DATE

23<sup>rd</sup> November 2024

✉ [epdm@iimj.ac.in](mailto:epdm@iimj.ac.in)

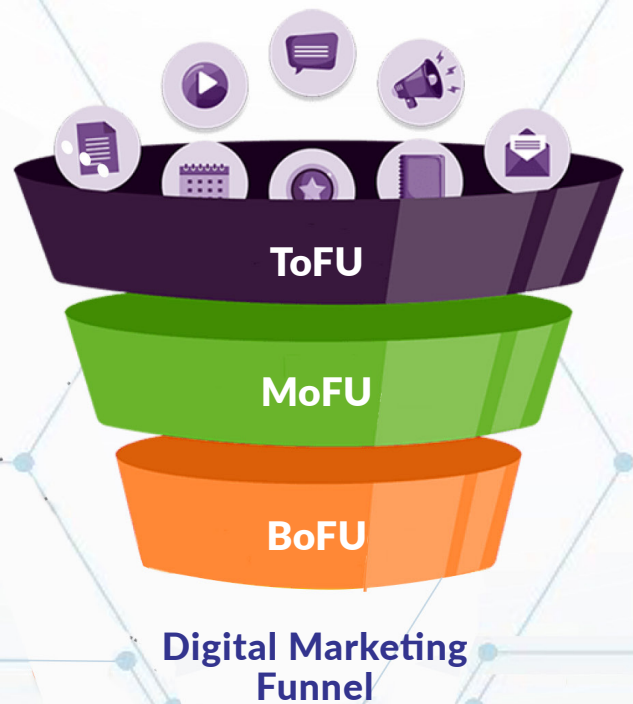
[www.iimj.ac.in](http://www.iimj.ac.in)



# Executive Programme in Digital Marketing

## OVERVIEW

The dynamic evolution of the digital landscape is constantly reshaping how consumers navigate through various stages of the purchasing funnel, transforming the way they search, compare, and ultimately make decisions when acquiring products or services. Recent advertising spend estimates show a significant shift towards digital marketing, with around 40% going to digital marketing compared to 60% for traditional media. Therefore, there is an emerging demand for professionals with Digital Marketing skills. Further, now is the time for marketers to leverage digital marketing for an efficient return on advertising spend along the consumer funnel of ToFu, MoFu and BoFu.



To create and maintain an edge in today's complex and demanding marketplace, the Indian Institute of Management, Jammu, has launched the Executive Programme in Digital Marketing. This executive training program delves into topics including digital marketing strategy, Search Engine Optimization (SEO), Search Engine Marketing (SEM), Social media marketing, Digital Analytics for driving website traffic, lead generation and sales. Further, evaluating the organic and paid campaigns for cost per click (CPC), Cost per lead (CPL), cost per acquisition (CPA) and Return on advertising spend (ROAS).



Embark on this transformative program tailored to immerse participants in the practical realm of digital marketing tools and techniques. Take the reins and ride the exhilarating digital wave to propel your career to new heights!



## Program Highlights

- 01 Receive a Certificate of Completion and be eligible for a Certificate of Merit
- 02 Experience hands-on learning journey with projects and assignments
- 03 Enhanced curriculum with real-world case studies and applications
- 04 IIM Jammu Executive Alumni Status
- 05 Immersive learning with IIMJ faculty and industry experts

Programme Fee

**EARLY BIRD FEE**  
Till 1<sup>st</sup> October 2024  
**INR 30,000 +GST**

**STANDARD FEE**  
After 1<sup>st</sup> October 2024  
**INR 35,000 +GST**

**INITIAL REGISTRATION**  
**INR 10,000 +GST**

Eligibility



Graduate/ Final Year of Graduation/Diploma

Type of Certificate



Physical and e-certificate

Total No. of Hours

**30 HOURS**

To be covered in 10 Weeks / 3 Months

For further details, please visit: [www.iimj.ac.in/executive-programme-digital-marketing/about](http://www.iimj.ac.in/executive-programme-digital-marketing/about)

# Objectives

- Understand the different modules of digital marketing
  - » Search Engine Optimization
  - » Search Engine Marketing
  - » Social Media Marketing
  - » Digital Analytics
  - » Performance evaluation of Campaigns

- Learn the fundamentals of digital marketing and become familiar with tools and techniques.

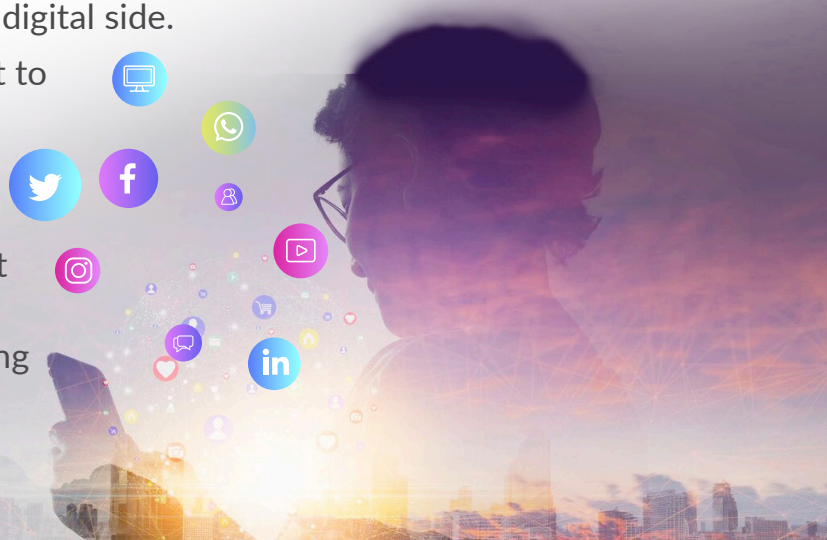


# Learning Outcomes

- Create Digital Marketing plan for implementation for business organization
- Implement and Evaluate SEO efforts for impact on Search Engine results page (SERP) ranking
- Launch live campaigns of Google Search, Display, YouTube, Social Media like Facebook, Instagram, LinkedIn, Twitter for website traffic, Lead generation and Sales.
- Nurture leads through email and WhatsApp marketing
- Evaluate and Optimize your Digital campaigns for CPC, CPL, CPA and ROAS

# Target Segment/ Who Should Attend

- This programme is especially apt for professionals who want to dig deeper into the evolving digital milieu and harness digital marketing for explosive career growth.
- Early career professionals keen to expand their marketing understanding and advance their knowledge of digital marketing tools, metrics, and analytics.
- Marketing managers, sales managers, branding, PR & advertising professionals who wish to expand their skill set on the digital side.
- Digital marketing professionals who want to broaden their overall marketing acumen and advance their knowledge with new tools, metrics, and analytics.
- Consultants and entrepreneurs who want to build a digitally savvy mindset, scale growth and advance their digital marketing practices to align with business goals



# Course Content

## MODULE 1 (3 HOURS)

- Introduction to Marketing and Integrated Marketing Communication
  - Traditional vs Digital Communication Channels
  - Introduction to Digital Marketing
  - Strategic Digital Marketing Plan and Sales funnel (ToFu, MoFu, BoFu)
    - » Objectives
    - » Target Audience
    - » Media
    - » Message
    - » Budget
    - » Impact
- 

## MODULE 2 (3 HOURS)

- Website Design for project work
  - Tracking Website Traffic through Google Analytics 4
  - Content and Blog writing for Website
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## MODULE 3 (4.5 HOURS)

- Design and launch of Google Search Ads
  - Design and launch of Google Display Ads
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## MODULE 4 (3 HOURS)

- Search Engine Optimisation (SEO)
  - SEO Audit
  - On Page – Keywords
  - Off Page – Link building
  - Tools – Google Keyword Planner, SEMrush
  - Campaign Tracking – Google Tag Manager
- 

## MODULE 5 (3 HOURS)

- Consumer journeys and Channel Attribution in Google Analytics 4
- Video ads on YouTube for Brand Awareness

## MODULE 6

### SOCIAL MEDIA MARKETING (1.5 HOURS)

- » Creating and managing social media Pages
  - » Creating and Managing Brand communities
  - » Social Media Planning and Scheduling
  - » Landing page design
- 

### PAID CAMPAIGNS FOR LEAD GENERATION AND SALES ON SOCIAL MEDIA (6 HOURS)

- » Facebook Ads
  - » Instagram Ads
  - » Twitter Ads
  - » LinkedIn Ads
- 

### REMARKETING AND RETARGETING CAMPAIGNS ON FACEBOOK AND GOOGLE (1.5 HOURS)

## MODULE 7 (3 HOURS)

- Nurturing your leads for Sales
  - Email Marketing / WhatsApp marketing
    - » Effective copywriting for successful email campaigns
    - » Nurturing email Subscribers and leads
    - » Lead conversion
- 

## MODULE 8 (3 HOURS)

- IPerformance Evaluation of Campaigns
- Click through rate (CTR), Cost per click (CPC), Cost per lead (CPL), Cost per acquisition (CPA)
- Starting up / Managing - Digital Marketing Agency
- Project presentations

# Project Work & Hands on Practice

Each group will register a word press blog or website. The groups will be expected to write content / blogs to drive traffic to a website/webpage. Students must apply all the digital marketing tools and techniques for their blogs / website which they have learned during the course. This should include:

- **Search Engine Optimization (SEO)**
  - » Creation of website
  - » Learn Technical, On-Page, Off-Page SEO
  - » Write content for your website – Incorporate Keywords using Keyword planner
- **Search Engine Marketing (SEM)**
  - » Brand Awareness, Drive Traffic, Generate leads and Sales through Google search, Display ads, Shopping Ads, Youtube Ads and on-demand Ads
- **Nurture Leads**
  - » Implement Email Marketing
  - » Implement Whatsapp Marketing
- **Social Media Marketing (SMM)**
  - » Create and share the content on Social Media pages for the blog/website.
  - » Run Facebook ads Twitter ads and LinkedIn for Brand Awareness, Drive Traffic, Generate leads and Sales
- **Analyse Performance of SEO and Paid Campaigns**
  - » Implement Email Marketing
  - » Implement Whatsapp Marketing

## Programme Schedule

### ACADEMIC ORIENTATION

23<sup>rd</sup> November 2024

## ONLINE SESSIONS

3 hrs once in a week

SATURDAY

3:30 pm to 6:30 pm

## ATTENDANCE

Minimum

60% Attendance

## Program Director

Dr. Ateeque Shaikh did his B. Tech from the Institute of Chemical Technology, University of Mumbai and PhD from Institute of Rural Management Anand, Gujarat. He has delivered more than 30 custom designed executive training programmes to more than 800 participants. His areas of research interests are franchising, distribution channels, CRM, customer analytics and digital marketing. His research papers have appeared in international, peer reviewed journals. He writes on marketing analytics, digital marketing, and customer relationship management at [www.datasciencevidhya.com/](http://www.datasciencevidhya.com/)



### Dr. Ateeque Shaikh

Associate Professor,  
Marketing,  
Indian Institute of  
Management Jammu.

# About IIM Jammu

The Indian Institute of Management (IIM) brand has now become synonymous with innovation, talent, zeal for success, and contribution in management. Building on this legacy, IIM Jammu was established in the beautiful union territory of Jammu and Kashmir, by the Government of India in 2016. IIM Jammu now operates from the proposed 200 acres state-of-the-art Campus at Jagti with a new off-campus being set up in Srinagar very soon. IIM Jammu is just 14 Kms from Jammu City, about 18 km from Jammu Railway Station and 20 km from Jammu Airport. The new Campus is a blissful mix of modern architecture, culture and heritage of Jammu and Kashmir.



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Programme Application

For registration and any other information,  
please get in touch with us at

**EXECUTIVE EDUCATION OFFICE**

**Indian Institute of Management Jammu**  
**Jagti, Jammu-181221, India.**

✉ [epdm@iimj.ac.in](mailto:epdm@iimj.ac.in)

**CLICK HERE  
TO APPLY**



For general queries contact

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