

DIGITAL MARKETING and STRATEGY

APPROVED BY AICTE (in ODL mode)

ABOUT THE PROGRAM

The digital technology and internet has emerged as a platform to facilitate global businesses and communication. The exponential growth of digital /online marketing has transformed the way customers seek information about the product or buy the product. The companies too have reacted by created new value chain at each level.

Virtually, every organization today is using some or the other digital/online marketing tools. Leveraging the digital marketing tools, digital channel and technology to achieve the competitive advantage, and building market lead processes, customer relationship and innovations is the main objective of the digital marketing strategy program.

The program is intended for sales & marketing and IT professionals, who want to take, advantage of digital marketing tools and techniques to upscale their career and achieve better revenues for the organization and create business values.

PROGRAM OBJECTIVES

- To understand how digital technologies and internet have impacted the marketing and business activities.
- To understand, how target customer behavior is changing and how to realign the origination marketing tools accordingly.
- To apply marketing strategies such as segmentation, targeting, positioning, and differentiation to in online context
- To analyse the various digital/ online marketing tools and social media channels available , and find one which fits the organization budget and objectives.
- To align digital marketing activities with firms marketing strategy.
- To manage digital content and communication .
- To use digital analytics to evaluate and optimise the effectiveness of digital marketing strategies.
- Explore Adwords, social media add in, web analytics tools and performanace.

FOR WHOM

- Marketing, sales or advertising & brand executive, who want to reskill themselves with digital marketing.
- MBA graduates, who want to capitalize on digital marketing opportunities.
- Entrepreneurs, business owners, startup, who want to leverage social and online media for awareness, lead generation and branding.
- Companies / professionals targeting to B2B and B2C, and want to revisit and realign the marketing strategy in digital technology era.

ELIGIBILITY

- Graduate in any discipline

PROGRAMME RECOGNITION

- The one year programmes is approved by the AICTE.

DURATION: One year

PROGRAM FEE: Rs 62,000, payable in 2 installments

PRE REQUISITES : Being internet savvy and having technology orientation.

JOB OPPORTUNITIES:

- ✓ Digital Marketing Manager
- ✓ Social Media Marketing Manager
- ✓ Digital Marketing Specialist

STRUCTURE OF THE PROGRAM:

SEMESTER 1

1. INTRODUCTION TO DIGITAL MARKETING
2. MARKETING STRATEGY 2.0
3. WEB DEVELOPMENT
4. SEARCH ENGINE OPTIMIZATION (SEO)
5. SEARCH ENGINE MARKETING (PPC)
6. EMAIL MARKETING
7. WEB ANALYTICS

8. SOCIAL MEDIA MARKETING

SEMESTER 2

9. MOBILE MARKETING

10. E-COMMERCE

11. DIGITAL MEDIA PLANNING AND BUYING

12. CAPSTONE PROJECT/OJT (On Job Training)

Digital Marketing Course Duration

One Year

(15 Hours instructor led training face to face / online sessions for each subject)

Total online instructions: 200 Hours

Instructor led sessions face to face /online: 160 hours

Projects: 40 hours (in the area of display ads, Ad words, SEO ,web analytics, Mobile strategy, Facebook marketing, social media strategy etc.)

Examination / Assessment Process

The assessment process is divided into 2 levels.

A. Module assessment: Based on assignments and projects, practical's- 70%

B. Final assessment: Covers entire topic of the subject- 30%

At the end of the course, the student will face an online examination of 1 hour duration.

HIGHLIGHT OF THE PROGRAM

- 1 year program approved by AICTE
- Face to face/ online session by experts from industry and academia
- Live projects and assignment
- About 40% of training time is dedicated to hands-on exercises build and practice the fundamentals.
- Case study pedagogy - latest case from industry are used to bring meaning and relevance to the course.
- Industry accepted program approved by Ministry of HRD
- Hard copy of study material
- Develop ability to design tools to enhance consumer online experiences.
- Ability to independently monitor, evaluate and **iterate** traffic-building activities for your organization.
- Ability to evaluate internet-marketing metrics and identify KPI.
- Develop capability to intergrade the digital marketing and traditional marketing efforts.

PLACEMENT AND TRAINING SUPPORT

Placement and training support is provided to students with a minimum of 70% attendance in classes. And to those who have successfully completed the first semester subjects.

Participating Organisations



For Details Visit: www.jmassociation.com

Call: 7903039126, Email: info.jsrjma@gmail.com

Hurry Up Admission Closes 30th September'2018