

# INTRODUCTION TO DIGITAL MARKETING

## Introduction

With the growing popularity of internet and internet enabled devices, consumers spend more time on digital platforms to access information about products, services, prices etc. Consequently, companies are centering more of their efforts on digital marketing and to understand buyers' behavior in an online environment. Firms operating traditionally are gradually moving towards having a digital presence to engage with the online consumers. Hence, it is important to examine the relevance of traditional marketing concepts in addressing the challenges that face today's digital marketers. The digital marketers must keep track of the effective digital marketing strategies and understand where and when to use these strategies. This MDP will help those individuals who want to start their career in digital marketing by helping them develop a systematic understanding of the key concepts, frameworks and tools used in digital marketing.

## Objectives of the Program

- This course is aimed at marketing/non-marketing professionals having a desire to develop and strengthen their digital marketing skills.
- These fundamentals will help answer two most frequently asked questions in digital marketing: How do I increase traffic on my website? How do I increase my website conversions?

## Pedagogy of the Program

The program would be conducted via lectures, discussions and demonstration of the tools used in digital marketing.

## Indicative content of the program

1. Overview of Digital Marketing landscape
2. Display Advertising
3. Search Advertising
4. Search engine optimization
5. Social Media Marketing
6. Email Marketing
7. Web analytics

**Program Director: Prof. Subhro Sarkar**

**Fee per Candidate: Rs 19200+GST (Non Residential-In campus), Rs 15000+GST (Online)**

**Proposed Dates – June-August 2021**