



MALAD KANDIVLI EDUCATION SOCIETY'S

INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH

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**LEVERAGING POTENTIAL THROUGH
CONTINUOUS LEARNING**

**POST GRADUATE
PROGRAMME IN
STRATEGIC DIGITAL
MARKETING &
ANALYTICS
(PGP - DM)**



**FACILITATED BY
SENIOR INDUSTRY
PROFESSIONALS**



WHY US?

- ONE TO ONE MENTORING BY INDUSTRY EXPERTS AND FACULTY
- INDUSTRY FOCUSED PROGRAMME CONDUCTED BY SENIOR WORKING PROFESSIONALS
- LEADERSHIP LAB FOR HOLISTIC DEVELOPMENT
- PLACEMENT COUNSELLING



**6 MONTHS' WEEKEND
PROGRAMME**



**150+ HOURS OF
CONTACT**



**SELF PACED
EXPERIENTIAL
LEARNING**



**FROM NOVICE TO
EXPERT IN JUST 6
MONTHS**

PROGRAMME DETAILS

LOCATION ➤ MUMBAI CAMPUS

INTAKE ➤ 20 PARTICIPANTS (MAX)

FEES ➤ 1.20 LACS^{*} + 18% GST

**VISIT US ON
WWW.MKESIMSR.IN**

OR

**CALL ON 7304900787
FOR ENQUIRIES**

* Registration Fee on confirmation to block seat – Rs. 45,000/- rest of the amount to be paid in 3 (Three) equal instalments of Rs. 25,000/- each.



WHY PGP -DM

Post Graduate Programme in Strategic Digital Marketing & Analytics is a hands-on business centric learning keeping in mind the current and future trends. It is designed and conducted by industry professionals incorporating a mix of classroom, project and practical learning.

It aims to cover various facets of Brand, Advertising and Research to give a perspective of various opportunities that one could pursue. There is an emphasis on Digital Technology which is growing rapidly. Continuous counseling and guidance will help in choosing the right career path on successful completion of programme.

SCOPE

Digital Advertising contributes close to 28% i.e. 2.6bn USD of the overall advertising Industry and is growing by 20% YoY.

The pandemic has accelerated digital adaptation in India in 1 year which otherwise would have taken 3- 5 years with combined efforts of Govt and corporates.

Media and advertising has witnessed some changes, while overall advertising has dropped by 17%, Digital grew by 15-20%. The spends are likely to exceed Television by 2022. OTT has witnessed 5x increase in customers viewing 16+ hours weekly and 4x increase in customers viewing 12-15 hours weekly.

Advertising spends on digital media has increased from a share of 20% in 2019 to 28% in 2020. It is expected to reach 34% by 2022.

As per LinkedIn Economic Graph, Digital Marketing is one of the top career opportunities in 2021. There is a definite and ever growing need of skilled people in Digital Marketing in the areas of Search, Social, Content, eCommerce and Programmatic across all functions like Sales, Marketing, Operations, Engineering, etc.

MARKETING



WHO SHOULD APPLY

Post Graduate Programme in Strategic Digital Marketing & Analytics is designed as a career booster to empower your knowledge on Digital Marketing. It could help early professionals pave their career in the digital industry.

Traditional marketers and entrepreneurs could acquire knowledge on how Digital could help them in acquiring new customers and engage with them better

Brand Managers, Leaders, Sales Professionals keen to increase their skill set on Digital Marketing. For existing digital marketers it could be a refresher as well as an opportunity to learn more about digital technologies.

We welcome applications from graduates in any stream with at least 50% marks, professional interests and personal aspirations.

LEARNING OUTCOMES

BUILD A REWARDING CAREER IN DIGITAL MARKETING



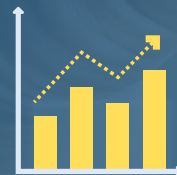
Digital terminology and career scope transformation



Understanding and application of SEM, SMM and Content.



Insight into various technologies and upcoming trends.



Overview of planning, buying and campaign analytics.



Carving out a niche basis of individual skills and counseling



PROGRAMME CONTENT

MODULE 1: INTRODUCTION TO DIGITAL MARKETING & ANALYTICS

- Business and process flow
- Digital terminology
- Digital channels - Owned, Earned & Paid
- Career opportunities

MODULE 2: CONTENT MARKETING

- Introduction to Content Marketing
- Types of content - Articles, white papers, blogs
- Content Creation and amplification
- Native advertising
- Blogging, Vlogging and Podcasts (Build your Wordpress site)
- Website Planning

MODULE 3: SEARCH & PERFORMANCE MARKETING

- Introduction to SEM
- Google Ad Words Marketing
- Google Display Network
- Bing Search Marketing
- Ad Networks & Affiliate marketing
- SEO
- Set up campaigns on Google
- Attribution and ROI mapping

Curriculum



PROGRAMME CONTENT

MODULE 4: SOCIAL MEDIA MARKETING

- Introduction to SMM
- SMM Publishers - Facebook, Twitter, Snapchat, Instagram, LinkedIn etc
- Social Media Strategy & Tools
- Influencer marketing
- ORM

MODULE 5: DISPLAY/VIDEO & BRAND MARKETING

- Introduction to Display Marketing
- Digital media publishing insights
- Audience and Brand Marketing
- Video & OTT Marketing
- Introductions to Video Marketing
- Video and OTT Publishers
- YouTube advertising

MODULE 6: MOBILE MARKETING

- Brand and Display marketing
- Performance marketing
- App Store optimization
- Mobile Analytics and tools

MODULE 7: ANALYTICS AND REPORTING

- Google Analytics and other analytics tools
- Understanding analytics data
- Application & utility of analytics and campaign reports

Curriculum



PROGRAMME CONTENT



MODULE 8: E-COMMERCE MARKETING

- eCommerce marketing

MODULE 9: PLANNING, BUYING AND PRICING

- Media planning and buying
- Types of buying/pricing
- Planning and buying tools
- Strategic planning and buying

MODULE 10: DATA DRIVEN MARKETING

- 1/2/3 party data; Data Marketplace
- Data Management platforms & CDP
- GDPR and Third party insights
- Web personalisation

MODULE 11: AUTOMATION AND TECHNOLOGY

- Need for automation in Digital
- Programmatic Media - PMP, RTB, PG, PD
- DV 360/ Verizon Media DSP and others

MODULE 12: B2B AND B2C MARKETING

- Introduction to cross channel marketing
- Cross Channel Marketing - email, sms, notifications, chat

Curriculum



PEDAGOGY

The emphasis of the programme will be on developing Attitude, Skills & Knowledge (ASK) leading to ability of the candidate to apply learnings to business settings.

To achieve the above, PGP- DM will comprise of a set of programmes aimed at developing an inquisitive and analytical mind, which proactively seeks the right knowledge, appropriate skills and attitude necessary for business.

The pedagogical approach followed will be based largely on 'Learning by Doing' and using 'Business as Lab'. The experiential nature of the programme will involve four stages:

1. Learn the theoretical frameworks and models in the class based on the following 4x3 architecture:

		FAMILY	SELF	SOCIETY
ATTITUDE	PARTICIPANT			
SKILLS				
KNOWLEDGE				

- 2.Examine and reflect on the application of such frameworks under a wide variety of settings.
- 3.Make wider sense of such attitudes, skills and knowledge as applicable to business.
- 4.Learn and share the new knowledge to consolidate such learnings and add to the repertoire of knowledge for managing businesses effectively.



GROUP PROJECTS

GROUP PROJECTS

Student groups will be asked to complete a series of group projects that would enable them to apply their analytical and critical thinking abilities to solve complex business problems.

Thus, the programme will be conducted by a combination of lectures, class discussions, and case studies. Participants are advised to read the relevant material before sessions to enhance their class participation and understanding.

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