



KALINGA INSTITUTE OF INDUSTRIAL TECHNOLOGY (KIIT)

Deemed to be University U/S 3 of the UGC Act, 1956



Executive Development Program on Digital Marketing and Analytics

OVERVIEW:

Customer activity is translated into actionable company data via digital marketing analytics. Companies can use digital analytics tools to learn what their customers are doing online, why they're doing it, and how this behaviour might be translated into digital marketing efforts. Digital marketing metrics are statistical indicators used by marketers to assess the effectiveness of various marketing initiatives in relation to their overall campaign goals and industry benchmarks. Digital marketing analytics track business indicators such as traffic, leads, and sales to see which online events influence whether leads become customers. Data from sources such as email, social media, and organic search are all included in digital marketing analytics. This executive development program will focus on the concept of digital markets, its analysis and its effects in present market.

COURSE CONTENT:

This program includes the following topic of discussions :

- **Module 1: Introduction to Digital Marketing :** This topic discusses the basic introduction of digital market, its different components and global view of digital market.
- **Module 2: Search Engine Optimization:** This topic covers the different types of search engine in digital markets and how to make optimize solution for providing the best search engine to the customers.
- **Module 3: Customer relationship management:** This topic focus on the customer relationship management for a company, discussion on basic needs and the effects of digital marketing to the customer relationship.
- **Module 4: Email marketing:** This topic covers the use of email, its proper utilization for marketing, the effect of email marketing in the present market scenario.
- **Module 5: Competitor website analysis:** This topic provides the how to do effective analysis of the competitor company.
- **Module 6: Market Research:** This topic provides how to do the market research and effects of digital markets in market research.
- **Module 7: Content creation, management and promotion:** This topic of discussion covers how to create, manage and promote a company profile or product in the digital market.
- **Module 8: Web analytics:** This topic covers the web analytics and its differentiation from digital marketing
- **Module 9: Mobile marketing and social media marketing:** This topic covers how to do marketing of a product using mobile and social media
- **Module 10: Digital marketing budgeting, planning and forecast:** This topic of discussion covers the budget needs, its planning and also forecast for the promotion of a product in the digital market.
- **Module 11:** The program also covers the topic such as digital marketing project management, product marketing through Facebook, Instagram, Google ads etc, Affiliate marketing, paid aid optimization strategies, Neuro-marketing fundamentals.

DURATION: 6 Months

FEES: 55000 INR

COURSE START DATE FOR UPCOMING BATCH: 4th June, 2022

ELIGIBILITY: Graduate students, Final year students, working profession in the field of marketing, HR etc.

OPPORTUNITIES: After completing this programme, the students/working professional can acquire the knowledge on the digital marking, its analysis in the present global market scenario. Also working professions can apply the digital marketing procedure for better promotion of their products, company profile etc.

SELECTION PROCESS: Screening and Selection will be done by KIIT selection committee

MODE OF TEACHING: online mode

COORDINATING SCHOOL: School of Management

SYSTEM REQUIREMENTS: The candidate should have the following system facilities to access the online course:

- ✓ Speakers and microphone: built-in or a USB plug-in or wireless Bluetooth
- ✓ Webcam: built-in or USB plug-in
- ✓ Processor: with Dual Core 2Ghz or higher (i3/ i5/ i7 or AMD equivalent)
- ✓ RAM: 4 GB or higher
- ✓ OS: Either MacOS 10.7 or higher OR Windows 8 or higher
- ✓ An internet connection: Minimum bandwidth of 3.0 Mbps (up/ down)
- ✓ Browser: IE 11+, Edge 12+, Firefox 27+, Chrome 30+
- ✓ Zoom software client installed on your PC/ Laptop/ Ma

EMAIL FOR QUERIES: ldc.kiit@kiit.ac.in

APPLY NOW

APPLY NOW : https://docs.google.com/forms/d/e/1FAIpQLSc31YRI-TzNw8uX7xIzEtEbNI7Y_RMsblR32A-cGaFBMvPcVkw/viewform

(Certificate of the above mentioned program will be provided after successful completion of the program)