

Nirma University

Nirma University was established in the year 2003 as a statutory university under Gujarat State Act at the initiative of Nirma Education and Research Foundation (NERF). In 1994, founder of Nirma Industries and an internationally renowned entrepreneur Dr Karsanbhai K Patel crystallized his long cherished dream of providing world class facilities for professional education in Gujarat. He established NERF which in turn established, a 125 acre campus, eight institutions within a span of 22 years. Functioning under the aegis of NERF, the university presently includes of a top grade – Institute of Technology (1995), a leading business school – Institute of Management (1996), Institute of Pharmacy (2003), Institute of Science (2004) Institute of Law (2007), Institute of Architecture (2013), Institute of commerce (2016) and Institute of Design (2017). All these institutions have emerged as centers of excellence offering various programmes ranging from undergraduate to doctoral levels in technology, engineering, business, pharmacy, sciences, Law, commerce, architecture and design.

About Institute of Management

Founded on the vision of PadmaShri Dr. Karsanbhai K. Patel, the Institute of Management, Nirma University (IMNU) came into existence in 1996. Embodying the principles of entrepreneurship, excellence and professionalism, it imparts top-class business education and has produced new generation entrepreneurs and managers over the years.

The Institute of Management believes in serious academic pursuit and encourages original and innovative thinking with regard to national and internationally relevant ideas, and policies through intellectually stimulating debates and discussions at all levels. The Institute has built its reputation with a dedicated goal of adding value to life and professional standards.

The Institute, highly rated nationally as a business school, currently offers the following programmes:

- Master of Business Administration (Full Time)
- Master of Business Administration

- (Family Business & Entrepreneurship)
- BBA-MBA Five Year (Integrated) Programme
- Doctoral Programme in Management (Full-Time)
- Doctoral Programme in Management (External)
- Executive Diploma Programme in Management
- Management Development Programmes

About Centre For Continuing Education

Nirma University has established a Centre For Continuing Education with the following objectives:

- To provide Need based Continuing Education, Knowledge, Training etc. in various fields to all stakeholders.
- To assist working professionals in the industry in widening their knowledge base and in improving their skills.
- To arrange Workshops, Lectures, Seminars, Services, on requests.
- To identify employment potential areas and to conduct competency based skilled development programme.
- To conduct Vocational Training to meet the specific needs of industrial businesses.
- To conduct short duration and long duration programmes in Management, Engineering and Technology, Pharmacy, Science, Law and Architecture.
- To conduct Training Programme for Competitive Examinations.
- To coordinate the continuing education programme offered by various Institutes at the University level.

For further details, contact:

Prof. Tejas Shah

Institute of Management, Nirma University
Sarkhej-Gandhinagar Highway,
Ahmadabad - 382481

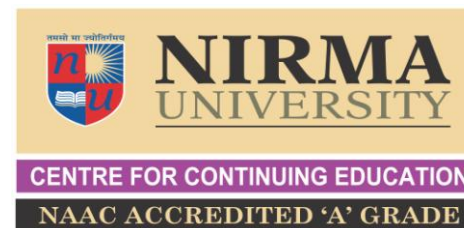
Contact No: (079): 71652261/71652612

Mobile: 9879426499

Email: tejas@nirmauni.ac.in

eec.im@nirmauni.ac.in

Web site: www.nirmauni.ac.in/im



Digital Marketing

Date: December 06-07, 2019

Programme Coordinator
Prof. Tejas Shah,
Assistant Professor, Institute of
Management



Conducted By

Institute of Management,
Nirma University

Organised By

Centre for Continuing Education
Nirma University

Address for Correspondence:

Coordinator
Centre for Continuing Education
A Block, Nirma University
Sarkhej-Gandhinagar Highway
Near Chharodi,

Ahmedabad 382 481, Gujarat
Phone: 02717 241911-15, **71652612**

Fax : 02717 241917

OBJECTIVE OF THE PROGRAM

With the technological advancements, the companies are shifting from traditional media to online media to market their products. Digital marketing plays vital role in creating marketing effectiveness. Digital marketing brings benefits to companies in form of effective targeting, affordability, traceability and timeliness. It has enabled the companies to assess all the attributes of the customers and let them make their best strategic move. Digital marketing holds a significant role for both customers as well as for the companies selling their products and services.

With customer increasingly going online, businesses are looking for ways to reach out to them in the dynamic digital space. To bridge the gap between the requirement of tech-savvy marketers and the trained professionals out there, digital marketing programme offers courses in different verticals of the Digital Marketing Landscape that provides a perfect nurturing platform for learners interested in exploring and leveraging the power of digital marketing.

How the participants and participating organization will benefit

The programme shall enable the participants to

- Gaining insight into the difference between traditional marketing and digital marketing
- Strategy to integrate digital marketing into current marketing practices
- Analyzing consumer behaviour and developing segmentation targeting and positioning strategies effectively
- Differentiate the digital marketing strategies among different digital and social media platforms
- Planning digital marketing campaign
- Developing skills for digital an social media analytics

CONTENT

- Marketing in Digital Age
- Inbound Marketing
- Search Engine Marketing (Google AdWords)
- Search Engine Optimization
- Facebook Marketing
- LinkedIn Marketing
- Twitter Marketing
- Google Analytics

FOR WHOM

All professionals, irrespective of domain affiliation, at middle and senior management level with about one to two years of experience in a managerial role. The programme also aims at modern entrepreneurs.

HOW TO APPLY

The applicants are required to send completely filled in application form (photocopy may also be used) along with the registration fees so as to reach the coordinator on or before 01 December 2018.

COURSE REGISTRATION FEE

| |
|--------------------------|
| Fee |
| ₹ 7000/- per participant |

(Note: As per the Govt. Policy, please add CGST (9%) & SGST (9%) to the programme fee.)

Breakfast, Lunch, Tea and Kit (with course materials) will be provided to all the participants. All other expenses are to be borne by the participants.

Registration charges are non-refundable. Participants are required to make their own arrangements for lodging, boarding and travelling. However, on request, the arrangement for accommodation can be made on chargeable basis.

Fee can be paid by Demand Draft/Local Cheque. Demand Draft / Cheque should be drawn in favor of "**Centre for Continuing Education, Nirma University**" payable at Ahmedabad

Nirma University
Centre for Continuing Education

APPLICATION FORM Digital Marketing December 06-07, 2019

1. Name Mr./Ms/Prof./Dr.
 2. Age years
 3. Edu. Qualification (Highest).....
 4. Designation
 5. Organization
 6. Internal/External Student.....
 7. Experience (years) in relevant area
(if applicable)
Industry:.....
 8. If internal student, specify Roll No
.....
 9. Address.....
.....
Phone..... Fax.....
Email.....
 10. Demand Draft/Cheque No..... Dated.....
Bank with Branch:-
- Date :
Place : Signature of Participant

Certified that the above applicant is employed in our organization and the information stated by him/her is verified and found correct. We therefore, sponsor him/her to attend the short term training organized at your institute

Signature of Sponsoring Authority with Seal