



DIGITAL MARKETING SUMMIT

14-15 March, 2014

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IBS Hyderabad

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A constituent of IFHE
(Deemed to be University U/S 3 of the UGC Act, 1956)



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CENTER FOR MANAGEMENT DEVELOPMENT (CMD)

IBS HYDERABAD

Dontanapalli Campus, Shankerpalli Road
Hyderabad – 501 203.

www.ibsindia.org/ibs_hyderabad.org

Background

Digital Marketing is marketing done through electronic devices like computers, mobile devices, tablets and game consoles. In the last few years this mode of reaching and addressing the needs of the customer was found to be very effective and is on an incredibly increasing trend that the entire business community is looking at it in order to gain best gains. Digital Marketing is an area that involves marketers, strategists, technology professionals, content writers, planners, project managers, academicians and many more.

It is in this context that this two-day program has been designed to exchange experiences from practitioners, discuss best practices, issues and strategies.

Program Objective

This program is designed to focus on:

- Sharing of best practices by industry leaders
- Discussion on trends, opportunities and strategies
- Setting a direction for new and existing digital marketers
- Share developments in digital marketing research

Topics

The program covers topics that are not limited to but are inclusive of the following:

- Digital Marketing – Emerging Trends, Opportunities and Strategies
- Best Practices in SEO and PPC models
- Digital Analytics
- Online Media Planning
- Future of Mobile industry and opportunities for DM
- Content Marketing Strategy
- Social Media
- State-of-the-art of Big Data
- Digital Marketing Tools
- Digital Marketing Metrics
- Web Project Management
- Users' experiences
- Strategies for Digital Marketers

Speakers

Key Note Address:

Nitin Bawankule

India Head for Media, EComm and Local, Googl

All sessions will be delivered by senior practitioners from industry and researchers having outstanding skills in respective areas.

Target Audience

Marketing Strategists, Marketing Managers, Digital Managers, Online Marketers, Internet Marketing Consultants, Search Engine Optimizers, Digital Media Consultants, Social Media Analyzers, Website Owners, e-Commerce Managers, Webmasters, IT Professionals, Digital Marketing Tool Developers, Communications Managers, Content Managers, Copywriters, Online Publishers, Academicians, Digital Marketing Researchers, etc.

Dates

14-15 March, 2014

Place

IBS Hyderabad, India

Course Fee

Rs 10,000/- per participant

Rs. 8,000/- per participant (early bird up to Feb 28, 2014)

Course fee includes registration, accommodation and food.

About IBS Hyderabad



Icfai Business School (IBS), Hyderabad is a constituent of IFHE (Icfai Foundation for Higher Education), a Deemed University, declared by the UGC. It has been ranking among the top business schools in India, consistently for the past few years. This year we have been ranked as No. 12 amongst the best b-schools in India by Hindustan Times and Business India.

The School has been re-accredited by SAQS (South Asian Quality Standards) till 2018, rated A** by CRISIL, EB2 IN by ICRA and as an "Excellent" Business School by Eduniversal.

Apart from contributing to regular courses leading to degree, our faculty members also undertake consultancy, research, deliver MDPs to executives. The institute holds International Conferences in all areas of management. The institute offers Ph.D degree programme which is rigorous and known for its high quality inputs. IBS Hyderabad has state of art infrastructure at its campus spread across 94 acres located near Shankarpalli, Hyderabad. The School offers BBA, MBA and Ph.D programs.

Center for Management Development (CMD)



The Center for Management Development, a Center at IBS, Hyderabad, is aimed at delivering quality services to industry and academia in terms of training and consulting. Our CMD activities include Management Development Programs, Faculty Development Programs, Executive MBA and Consultancy in core management areas.

The MDPs/FDPs and Workshops are offered as open programs or in-company/institute-specific. Open programs are for participants from any organization. In-company/institute-specific programs are tailor-made per the requirement of specific companies/institutes.

Our Programs are conducted as residential or non-residential; at the IBS campus or at a chosen location by the client. We have a strong team of around 150 faculty members with skills in many contemporary areas of management.

Registration

Please send an email/postal mail giving your name, designation, organization and contacts along with payment particulars. Payment can be made on line or by draft.

Details for Fund Transfer through NET/ONLINE banking:

HDFC Current A/c No: 05212000004843

Bank & Branch: HDFC Bank, Banjara Hills Branch, Hyderabad

A/c Holder's Name: IBS Hyderabad

Swift Code: HDFCINBBXXX

RTGS/NEFT Code: HDFC0000521

Note: While making online transaction kindly mention <yourname DMSFEE> ex. Keerti DMSFEE

Draft to be made in the name of 'IBS Hyderabad'

Program Director

Dr Malleswari is an IT professional with over 30 years of experience in industry and academics. She has worked with organizations like Administrative Staff College of India, Keane, Teradata, IMT, etc. She has done her Masters in Applied Statistics and Ph.D in Expert Systems (both from Osmania University), Fellow of Advanced Study Program (MIT, USA). She is a certified PMP and Teradata Professional. She is currently Associate Dean and Professor at IBS, Hyderabad.

Contact

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