

Programme on
Digital Marketing
(March 15, 2016)



ICFAI University Jharkhand
Plot # 2065, Simalia
Near Daladali Chowk, Ring Road
Ranchi 834005

City Office: Opposite IDBI Bank, Ashok Nagar
Ranchi 834002

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ICFAI University Jharkhand is the first private University of Jharkhand carved by state Legislature in June 2008. The University was approved by UGC under Section 2 (f) of UGC Act, 1956. Its sponsors are the ICFAI Society, a not-for-profit Educational Society, Hyderabad. The University conducts Management Development Programs (MDPs) and Seminars in addition to its Doctoral (Part time Ph.D. in Management), MBA, BBA, BCA, B.Tech., M.Com. with Industry Practice, B.Com (Hons), Dip. in Technology (Polytechnic) programmes.

Programme on Digital Marketing is an innovative programme designed by ICFAI University, Jharkhand for building new competency to keep pace with efficient way of working in digital era. *IUJ Faculty will facilitate the participants to take up a live project on digital Marketing after the programme.* The programme will provide an opportunity to participants to develop digital marketing skills for professional growth and effective use of digital marketing tools in their day-to-day working.

Contents:

- Digital Marketing for progressive business
- Online Business Models and Analytics
- Google Adwords and Search Engine Optimisation
- Social Marketing, Mobile and Video Marketing
- Digital Marketing Strategy

Faculty:

Highly qualified Faculty with rich experience of industry and academics and expertise in conducting Management Development Programs.

Who can participate: *Managers* working in Sales/Marketing, Telecommunication, Banking; *Professionals* associated with Consultancy, IT, Healthcare, Hospitality, Tourism, Retail and *Entrepreneurs*.

CERTIFICATE of completion of program will be given by the University.

Duration: **March 15, 2016** (Tuesday): 10.00 AM to 5.00 PM

Venue: **ICFAI University Jharkhand**, Campus at Plot # 2065, Simalia, Near Daladali Chowk, Ring Road, Ranchi-834005 (Transport will be available at 9.00 AM to participants from ICFAI University City Office, Opp IDBI Bank, Ashoknagar, Ranchi to the University Campus)

Nomination and Fee

- Nomination Fee is Rs.5,000/- per participant (Non-residential) and **20%** discount is applicable if two or more participants are nominated from same organization. Fee includes reading materials, lunch and tea/coffee.
- Fees may kindly be paid through DD/MICR Cheque in favor of 'ICFAI University, Jharkhand-Fee Collection Account' payable at Ranchi. It can also be paid online through NEFT. Details required for online payment may be sent by ICFAI University, Jharkhand on request.
- Nominations may kindly be sent to: ICFAI University Jharkhand, City Office, Opp. IDBI Bank, Ashok Nagar, Ranchi-834002 or email to: mdp@iujharkhand.edu.in by **March 8, 2016**.