



UTKAL UNIVERSITY

NAAC A+ Accredited
Centre for Agri-Management

CENTRE FOR AGRI MANAGEMENT UTKAL UNIVERSITY

DEPARTMENT OF BUSSINESS
ADMINISTRATION,
UTKAL UNIVERSITY,
VANI VIHAR,
BHUBANESWAR ODISHA 751004



DIGITAL MARKETING AND COMMUNICATIONS

OBJECTIVES

This program will provide students with the managerial and organizational skills to refine key messaging and position brands and products for optimum success now and in the future.

LEARNING OUTCOME

recognise the core features of customer relationship management (CRM) and retention programmes.illustrate how contact strategies play a part in shaping digital marketing strategies.identify the role of CRM systems and its benefits.examine how loyalty programmes are linked to successful CRM strategies.

FOR WHOM

This certificate program is designed for marketing, communication, and product management professionals who would like to positively influence business strategy and create relevant marketing and communications plans for their organizations. The curriculum is also suited for students aspiring to enter this growing field and offers a foundational overview of how to launch and manage digital marketing campaigns on a number of platforms.

WHY TO ATTEND

The course is continuously updated according to the changes in the industry. Learning directly from professionals in the industry will give a better understanding. The right training in digital marketing will help students explore their professional side. Students can learn to think from a business point of view.

PEDAGOGY

The approach to the course shall be a mix of lectures, demonstration of data handling using MS Excel and SPSS statistical package using different techniques. In addition, live examples of consulting cases from real world based on instructor's experience shall also be shared to make the students abreast with the latest techniques of data science and modeling.

RESOURCE PERSON



Malhar Barai

Head of Marketing – APAC & India,
Digital Marketing Advisor – Nimbella,
Industry Mentor – Upgrad MICA, Author, Speaker

Malhar Barai is Head of Marketing – HiTech Vertical, Tech Mahindra. He previously led Digital Marketing for Tech Mahindra and has been instrumental in running high impact campaigns. Malhar is also a co-founder SEOTalk Twitter Chat & and co-hosts 'The F&M Show', India's only live talk show on Youtube. An Author, Speaker, Digital Marketing Consultant and Trainer, Malhar provides consulting to brands and individuals in creating omni-channel digital strategies leveraging power of Live Streaming, SEO and various Digital Platforms.

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SESSION PLAN

December 15 - January 03 (2021-22)

Day* Date	Session 1 11:00 AM - 12:00 PM	Session 2 12:00 PM - 01:00 PM
Day 1 15 dec 21	Introduction to Digital Marketing	Digital Marketing Fundamentals B2B & B2C Digital Marketing
Day 2 16 dec 21	Buiding Your Web Presence - Wordpress Fundamentals	Buiding Your Web Presence - Google Analytics for Websites
Day 3 17 dec 21	Search Engine Optimization - Fundamentals, On Page SEO	Search Engine Optimization - Off Page SEO
Day 4 18 dec 21	Search Engine Marketing - Google Ads	Social Media Marketing & Measurements
Day 5 20 dec 21	Building your Social Media Presence	Creating Facebook Page & Instagram Account
Day 6 21 dec 21	Building Linkedin & Twitter presence	Building Youtube Channel
Day 7 22 dec 21	Content Creation & Marketing	Inbound Marketing
Day 8 23 dec 21	Email & Affiliate Marketing	Building Integrated Marketing Plan
Day 9 24 dec 21	Facebook Ads Case Study	LinkedIn Ads Case Study
Day 10 27 dec 21	Campaign setup and management	Keyword Research
Day 11 28 dec 21	Local Listing Services and NAP	SEO Case study
Day 12 29 dec 21	Web Design and Development Case Study	Site analysis, Monthly reports and SEO Writings
Day 13 30 dec 21	Website content Analysis, Accurate Meta data analysis	Detailed Competitor analysis, Online reputation check
Day 14 31 dec 21	Marketing Infomercial video posting and Forume Profiling	Content Conversion and Sharing, Blog Commenting on related Niche Sites
Day 15 03 Jan 22	Micro site Submission, Podcast Submission	Class interaction and validation

*Each session is of 60 minutes

PATRON



Prof. Sabita Acharya

CONVENOR



Jatindra Mishra

COORDINATOR



Anuradha Mishra

 **7008352394**

BUSINESS ADMINISTRATION



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CENTRE FOR AGRI-MANAGEMENT
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