



**School of Management Studies
Punjabi University, Patiala**



DigitalBounce

MANAGEMENT DEVELOPMENT PROGRAMME

Digital Marketing and Personal Branding

7-11 January, 2020

Overview

Digital marketing is the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium. The Management Development Programme (MDP) has been designed to provide a solid foundation for the Students, Academicians, Start-up-owners, Freelancers, Business Development Managers, etc who are new to digital and social media or those wanting to broaden their understanding. The course will focus on sharing the latest trends, best practices and technologies for effective digital and social media marketing. It will provide in-depth knowledge on digital and social media marketing and analytics: how to plan, implement and measure a digital marketing and social media strategy to create awareness, generate leads and ultimately drive sales.

Learning Objectives

The Management Development Program comprises of a number of sessions, each designed to achieve one or more of the learning objectives. The five days a hand on training programme on “Digital Marketing and Personal Branding” is designed to make participants more effective in developing and executing digital marketing strategies. We would train the participants on fundamentals of Digital Marketing and how they can leverage Digital Marketing effectively for their Career and business.

Course Structure

Below you will find a list of modules (short courses) which will comprise five days MDP programme.:

Get found on Google

Website development using WordPress

On Page Optimization

- Structure of website for better ranking
- Image optimization
- Keyword Researching
- Meta description & other relevant tags
- Content Structure

Off Page Optimization

- Link Building Strategies
- Blog submission
- Image submission
- Press Release etc.

Google Map Optimization

How to get your business show up on Google Maps

Get Popular on Facebook & Instagram

- How to create profiles on different social media platforms
- Tools to create post designs
- Content Structure
- Finding the right platform for promotions
- How to reach a wider audience (Facebook & Instagram Ads)

Track your performance

- Check the number of readers on your website
- Check Visitors device (Mobile, Desktop)
- Track how people found your websites
- Which page is most like by users?
- How long visitors stay on your website? Strategies to grow your reach

Programme Duration

This Programme will be held for five days (7th Jan to 11th Jan, 2020) at the School of Management Studies, Punjabi University Patiala. Participants must report at the venue of the Programme by the morning 9.00, 7th Jan., 2020. The Participants are requested come with their laptop for hand on sessions.



Participants

Given its focus on the practice of “Digital Marketing and Personal Branding”, the program is tailored to the needs of Sales & marketing professionals, Management Students (fresh graduate), Academician, Business development Managers, Start-up owners, Freelancers, Local business holders, Small business owner, Marketing or other Working professionals looking to catch up with the digital business environment. It is also useful for professionals in other functional areas, representatives of SME businesses & business associations, Consultants and individuals interested in raising their awareness and knowledge level about the issues and best practices involved with Digital Marketing.

SCHOOL OF MANAGEMENT STUDIES



It was indeed a luminous and shining landmark when the School of Management Studies (SMS), a Department of the University, was established in the year 1969. The main objective of the MBA programmes in SMS is to equip the students with requisite knowledge and skills to meet the challenges of the new order. Our emphasis is to develop professional managers for the corporate sector, who will fasten the nation towards a more prosperous, just and humane society. SMS has also signed the MoUs with many foreign universities to keep the level of education upgraded. The learning environment and extra-curricular activities foster the development of a holistic personality. The B-School offers a number of courses, which include full time as well as distant learning courses in various streams of management. It is a matter of pride that this School was the first in the country to introduce MBA course through distant learning for senior defense officers and working executives. This course serves as a measure of rehabilitation for senior army officers and at the same helps working executives to enhance their careers.

Programme Chairperson	Programme Director	Programme Coordinator
Dr. Gurcharan Singh <i>Professor & Head</i>	Dr. P.S Gill <i>Professor, Marketing</i>	Dr. Satinder Kumar <i>Asst. Professor, Digital Marketing</i>

How to Apply:

The applicant interested to participate in the programme shall enrol themselves/ nominate their colleague(s)/ sponsored by their organisation by filling the application form given in the link. Participants are required to complete the application form, with relevant details and confirmation of fee payment details. Incomplete application or applications without confirmation of fee payment would not be considered. Fees is payable either through Demand Draft in favour of "HEAD, SCHOOL OF MANAGEMENT STUDIES", payable at Patiala, or through any Online Banking/ Net Banking Channels (Like NEFT / IMPS / RTGS etc) to the following bank account:

Bank Name	:	State Bank of India
Account Name	:	Head MBA
Account Number	:	37451154136
IFSC Code	:	SBIN0050009
Bank Branch	:	Punjabi University Patiala

Register Now: <https://docs.google.com/a/digibounce.com/forms/d/1xMUcw9qxtK5dPnKIFisZCqcvTZAXKGizDIVhslUdlKE/>

Programme Fees

The Programme fees for each participant will be:

Participants	Non-Residential
Academician	4000/-
Corporate/Professionals	4500/-
Doctoral Students	3000/-
Management Students	2500/-

Accommodation would be provided at the nominal charges within the university campus.

As the programme is highly interactive and collaborative among the participants and accordingly the batch size is restricted to maximum 50 participants. Seats will be provided on First Come First Serve Basis.

IMPORTANT DATES

Applications open on **10th October 2019** and closes on **10th December 2019**
Acceptance notifications will be sent by **15th December 2019**

For further details of the programme, Program Coordinator can be contacted at:
09872403467 and **satinder@pbi.ac.in**

Register Now: <https://docs.google.com/a/digibounce.com/forms/d/1xMUcw9qxtK5dPnKIFisZCqcvTZAXKGizDIVhslUdlkE/>

RESOURCE PERSONS

The Resource persons are from the academia with expertise in Digital marketing. Professional from industry (Digital Bounce) would interact and train the participants during MDP.

