



# FORTUNE INSTITUTE OF INTERNATIONAL BUSINESS

The way to success is here

## DIGITAL MARKETING



**Advanced Digital Marketing  
Certificate Course**

In Association with



**ASSOCHAM**

Best Management

Institute for Industry  
interface in India

**21**

**YEARS**

Establishment

**5<sup>th</sup>**

Leadership & Governance

**NHRDN  
2015**

### E-Commerce & Digital Marketing Trends and Need for Digital Marketing Training



Indian industry is going the e-way just like rest of the globe. Look at the statistics/information relating to India provided below:

- Over 200 million Internet users with 200 million more to be added in coming 3 years
- Over 200 million users of mobile internet (source: IAMAI)
- E-Commerce market to grow to over 55 billion dollars by 2018 with CAGR of over 37 percent over 2013-18.
- Mobile commerce to grow at a 150% CAGR till 2016
- Social media would be prominent mode of E-Commerce communication; Facebook is an example
- According to one estimate as reported in media, India needs between 1.5 lakh digital marketing professionals in coming year and about 5 lakh in next three years.

Digital Commerce is going to force companies to transform their existing business models and the processes. The companies and their executives who have the understanding of digital marketing are in position to not only survive in this digital era but also climb upon this digital opportunity bandwagon. Hence it is very crucial for any company to understand the paradigm of Internet based business models, assess the impact on them in form of effect on their company as a whole as well as individual skill requirements of their employees.

The certificate course which is designed for entry to middle level management professionals and business owners is aimed at providing the required digital marketing skill sets to make the best use of opportunities thrown by Internet and remain relevant in changing business scenario. The Course is being offered jointly by Fortune Institute of International Business (FIIB) and DigiGYAN Institute of Professional Training & Services ([www.digigyan.in](http://www.digigyan.in)).

## Course Objectives

01

To make the participant aware of trends in marketing in Internet era and E-Commerce and its impact on traditional business models.

02

Major thrust of this course is to equip the participants in understanding and identifying different channels of digital marketing and understanding of tools and techniques in digitally marketing the products/ services.

03

To achieve a high level of proficiency in use of various digital marketing techniques and apply these in practice in real- world actual scenarios.

## Who Should Participate

This program focuses on building skills on tools and techniques of Digital Marketing. The program is meant for junior to middle-level management executives, who are working in marketing or operations of customer related processes. The participants would be persons holding positions as Executive/Manager/Team leader/ Head of department in Marketing, Operations, Customer Relationships, and other departments. Those who have recently graduated and are planning to make a career in Digital Marketing would find this course useful.

Existing managers who manage their digital marketing activities through outsourcing or plan to do so would benefit by knowing the nuts and bolts of digital marketing and this would help them manage their vendors/ service providers.

## Course Contents

This advanced level certificate course equips the participants to understand the tools and techniques of digital marketing and enable them to make appropriate marketing strategies using different forms of digital media. The course includes the topics as covered in below mentioned modules:

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Module 1- Introduction to E-Commerce and Digital Marketing
Module 2- Creating an effective E-Commerce Website
Module 3- Search Engine Optimization (SEO)
Module 4- Search Engine Marketing (SEM)
Module 5- Social Media Marketing (SMM)
Module 6- Inbound Marketing
Module 7- Email Marketing
Module 8- Online Display Advertising
Module 9- Mobile Marketing
Module 10- Affiliate Marketing
Module 11- Web Data Analytics
Module 12- E-Commerce Marketing & Integrated Digital Marketing Strategy
Module 13- Capstone-Industry Project on Digital Marketing
Module 14- Career Guidance Module for Digital Marketing Professionals

We would be able to customize the contents and duration based upon your company's specific requirements and profile of the participants in case of specific needs for in-company programs.

### **Course Duration**

The course is of 4 months duration. The course would involve over 90 hours of total academic inputs through combination of Face-to-Face and E-Learning modes. Besides it is expected to have additional inputs to be provided in form of collaborative exercises, assignments, assessments, etc. The approximate components of academic inputs are given below:

- Face to Face Sessions:60 Hours (4 hour sessions every week on Saturdays/Sundays/Weekday evenings)
- E-Learning mode: 15 hours
- Capstone- Industry Project: 10 hours
- Assessment: 5 hours

The class sessions would happen on weekend days or week-day evenings.

### **Course Pedagogy**

This program would combine pedagogy using lectures, case studies, blogs, videos, hands-on exercises, assignments and practicals. Besides the learner would be actively supported through e-Learning medium using digital communication tools like Learning Management System, Video Conference tools, etc. The faculty who would train the learners would have industry/academics experience and have very high expertise in the digital marketing area.

## Course Assessment:

This training course has an assessment component for the award of completion certificate. The assessment of the learner in this course would be based on combination of objective tests, practical demonstrations and assignments on continuous basis.

On successful completion of the program with assessment requirements for successful passing, the learner would be awarded with the Certificate in Digital Marketing. The certificate would be jointly issued and signed by authorized signatories of Fortune Institute of International Business and DigiGYAN Institute of Professional Training.

## Key Takeaways of Program

- Understanding of E-Commerce and Digital Marketing
- High level of proficiency of Digital Marketing and its different techniques
- Award of Advanced Certificate Program in Digital Marketing
- Membership of Fortune Institute(FIIB) Alumni Association
- Membership to DigiGYAN Institute Alumni Association
- Invitation to Webinars by DigiGYAN Institute at no cost for 2 years

## Program Director

**Dr. Anju Gulla** is Professor with Fortune Institute of International Business and Co-Founder and Lead Trainer at DigiGYAN Institute for Professional Training & Services. She is an experienced marketing and communications professional having more than 15 years of work experience in Industry and Academics. She has got a varied & rich corporate exposure in Internet Marketing, Digital Strategies for Companies, Mobile and Internet Marketing, Brand Management, Advertising, Media Planning using digital and traditional media. She has a keen interest in research in Digital Marketing, having published research articles at international conferences, books and journals.

Dr. Anju Gulla is Google Trainer for Google certifications programs. She has been delivering trainings to corporate executives and individuals in Internet Marketing domain. She can be reached at [anju.gulla@fiib.edu.in](mailto:anju.gulla@fiib.edu.in)

## Venue

Fortune Institute of International Business, Plot 5, Rao Tula Ram Marg, Vasant Vihar, New Delhi-110057

## Course Fee

The program fee is INR 50,000/-(plus service tax as applicable) per participant on non-residential basis. The fee covers cost of tuition, course material, and course assessment.

**Group Discount:** Get 10% off on 3 registrations from same group/company. For large team enrolments, please contact us for special fee-packages.

## Registration

You are required to have a degree or diploma in any academic discipline. The admission would be offered based upon the screening and a personal interview before the selection committee. Please contact us for enrolment form and other registration requirements.

## About FIIB

With 20 years of excellence and leadership in Management education since 1995, Fortune Institute of International Business (FIIB) has worked towards rediscovering and reinventing Management Education through developing an industry relevant and global curriculum delivered by erudite faculty.

Through its commitment to excellence in Management education, FIIB has been able to touch lives of close to 1800 students and around 1000 plus corporates and helped them realize their dreams of becoming Leaders and Managers, not only in India but across the globe.

The institute offers two years PGDM program, approved by All India Council for Technical Education (AICTE) and certified as equivalent to MBA by Association of Indian University (AIU), at its Delhi campus. The class of PGDM is a blend of strong academic & decent corporate experience ranging from banking, IT, pharma, to FMCG.

FIIB has been awarded with several prestigious awards, the most recent being by ASSOCHAM for Industry Interface in India and Entrepreneurship Development in North India. The institute is ranked 4<sup>th</sup> in North India Private B-Schools- CSR GHRDC 2014.

## About DigiGYAN Institute of Professional Trainings & Services

**Our Aim:** To make Companies and Employees Industry-ready for the Internet & Digital Commerce opportunity boom.

DigiGYAN Institute of Professional Training & Services ([www.digigyan.in](http://www.digigyan.in)) is an institute for professional training and consultancy. Based out of New Delhi, India, the institute offers the trainings and services in the areas of E-commerce & Digital Marketing, and trainings to corporates, professionals, entrepreneurs and students.

The training firm is founded by highly experienced industry and academic professionals, with over twenty years of experience. DigiGYAN has tied up with different companies and industry associations to create a bridge between industry, education sector and individual learners in meeting the knowledge and skill aspirations of all concerned stakeholders. In a short span of less than 2 years, the institute has trained over 2000 learners in its different programs, with representation from across the globe.

The Institute offers trainings and courses that are latest as per the industry curriculum using best-of-breed learning technology and practices. Its learning systems use latest technology tools and best practices that bring out best in the learning process between faculty and their students.

The Institute conducts Digital Marketing trainings at both basic and advanced levels for Corporate sector- both In-campus and Out-of-Campus trainings. These trainings for working executives are aimed at making these employees learn the tools and techniques of E-Commerce and Digital Marketing. These trainings have helped executives learn advanced skills and thereby help corporates to reach right target markets, create better brand awareness, build stronger brands, and increase market share.

For Further Information, Please contact:

Dr. UmeshGulla

Email: [umesh.gulla@fiib.edu.in](mailto:umesh.gulla@fiib.edu.in)

Mobile: +91-7042606046

Other Relevant Programs:

Training Workshop in Digital Marketing (3 days) @Middle-Level Managers