



Mahindra™
University

Global Thinkers. Engaged Leaders.

CENTRE FOR
EXECUTIVE EDUCATION



CERTIFICATE PROGRAMME IN DIGITAL MARKETING

TOOLS

STRATEGY

METRICS

About Centre for Executive Education

The Centre for Executive Education (CEE) at Mahindra University, creates and conducts learning programmes for working professionals, which are designed to provide timely and relevant knowledge, insights and perspectives, that help them progress in their current and future roles in organizations. By enhancing performance of executives, these programmes are aimed to positively impact the organisations that they work for.

Executive Education Programmes at Mahindra University span across multiple business disciplines, engineering & data science, and law, for different seniority levels, in various national and international geographical locations.

CEE's mission is to be a hub for engaging & beneficial interactions between business leaders and the academia. The centre works with some of the finest faculty in India and from leading Global Business Schools. Participants will have opportunities to learn from the innovative research and consulting experience of the faculty, wide experience of the peer group of learners, and from Industry practitioners who bring in strong domain knowledge.

About Mahindra University

Mahindra University, established in May 2020, is a multi-disciplinary global education and knowledge campus which offers industry-aligned curricula, a student-centered learning environment, and opportunities for international exposure. The University offers Undergraduate and Post Graduate programs in its five Schools namely Ecole Centrale School of Engineering, School of Management, School of Law, Indira Mahindra School of Education, School of Media and Liberal Arts AND Centre for Executive Education.

The University has world class collaborations with Cornell Universities SC Johnson College of Business, Virginia Tech, Centrale Supélec, BABSON and University of Florida which serves inter-disciplinary learning through live industry projects and in-built flexibility of course choices, making the education very practical catering the needs of the students.



PROGRAM OVERVIEW

*Why are Flipkart and Amazon more dominant than well-established retailers?
Why are Apple and Google the two most valuable companies in the world today?
How did Facebook become the largest global social network in less than 10 years?*

All these firms have one theme in common: They appreciate and leverage digital platforms to compete in an ever-evolving competitive landscape. They make it easier for consumers to access relevant and timely information, connect with people they care about, and willingly engage in brand-building behavior.

Digital marketing is where marketing meets the Internet and new media. It includes online advertising and participating in social media, online listening and monitoring, and search engine optimization.

Modern marketers should APPLY digital tools as key elements of their overall marketing and communication strategies. Doing so will not only improve overall business performance but also drives innovation, better customer connect, and substantial leverage in the marketplace.

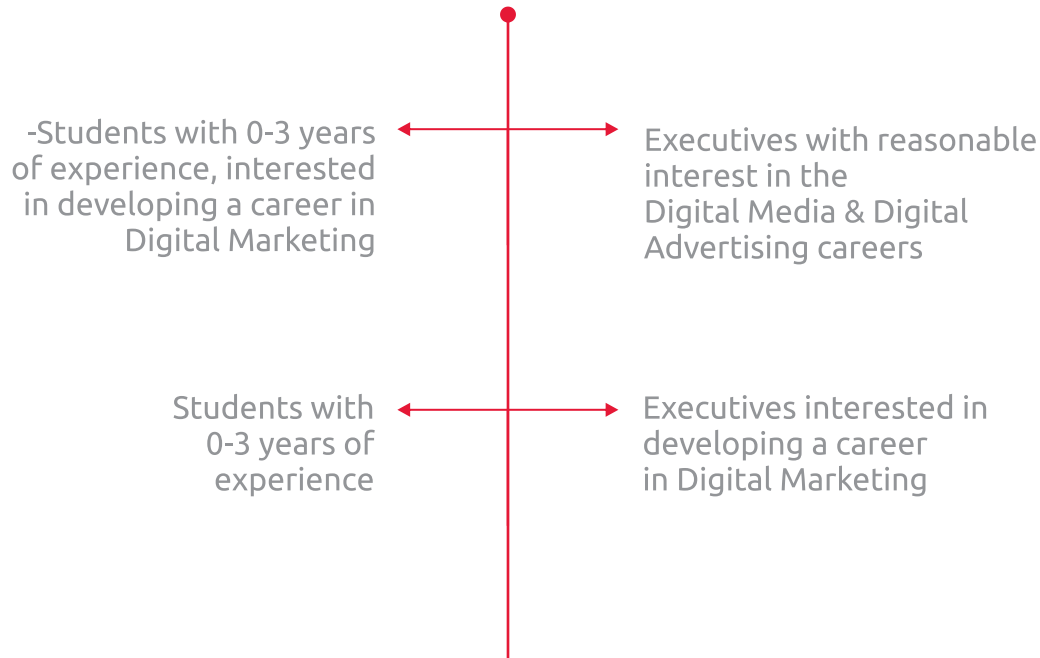
Program objectives

- A. Study how digital marketing fits with companies' overall marketing strategies
- B. Learn to develop, implement, and evaluate digital marketing plans
- C. Explore major tools and channels of digital marketing: online ads, paid and organic search, paid and organic social media engagement, content development & inbound marketing.
- D. Measure the effectiveness and ROI of digital marketing efforts

Who is this Program For?

This program trains students in the ins and outs of digital marketing plans, and also the tools and techniques needed to develop and run the digital marketing operations.

The program is ideal for:



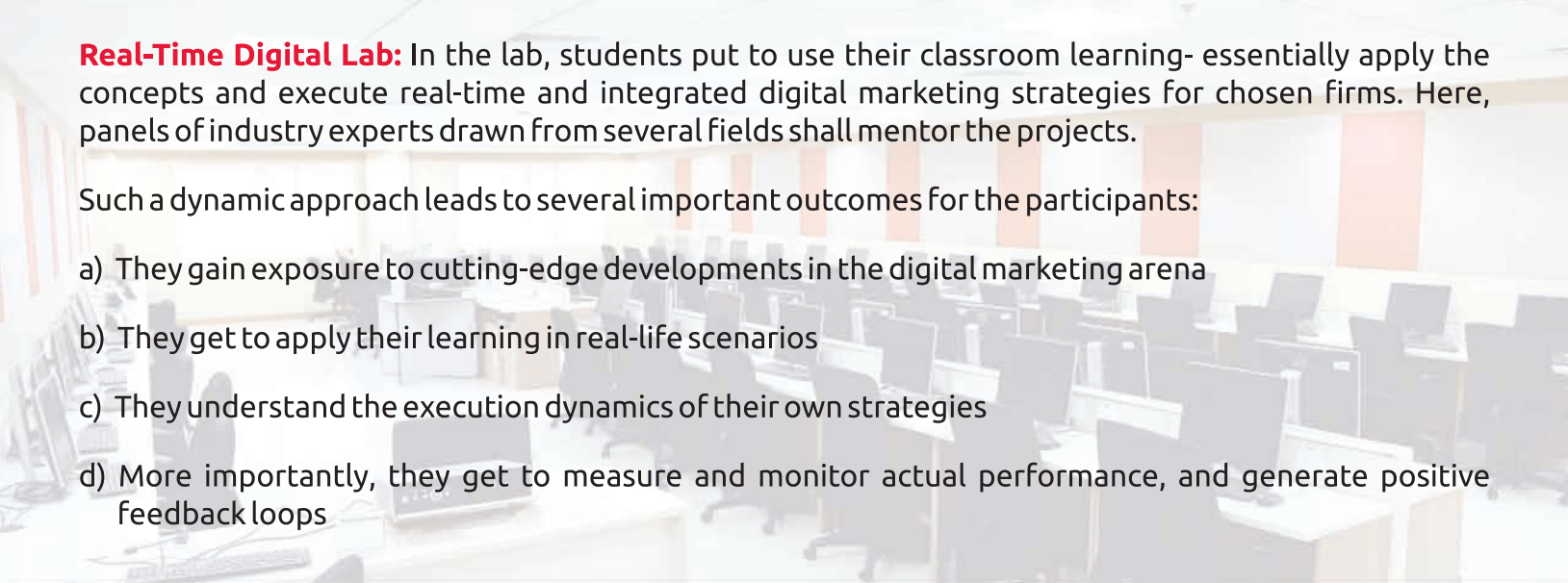
Program Approach

The 4-month program is designed as an intensive capstone project with simulated learning, externships and real-time execution. The approach for this program is 'Discontinuous Learning' i.e., an approach that provides in-class learning and mentorship but a simultaneous practice-based approach that encourages students to test the theories by executing campaigns in real-time. The learning system has two pillars:

A) Classroom Learning and Exposure

B) Simulated and Real-time Execution in the 'Digital Lab'

Classroom Learning: In the classroom setting, participants shall be exposed to interactions with learned experts in the digital marketing space. These include both world-class professors and industry experts who have worked in the digital space for considerable amount of time. Participants shall discuss case studies of firms that have experienced both successes and failures in the digital marketing arena.



Real-Time Digital Lab: In the lab, students put to use their classroom learning- essentially apply the concepts and execute real-time and integrated digital marketing strategies for chosen firms. Here, panels of industry experts drawn from several fields shall mentor the projects.

Such a dynamic approach leads to several important outcomes for the participants:

- a) They gain exposure to cutting-edge developments in the digital marketing arena
- b) They get to apply their learning in real-life scenarios
- c) They understand the execution dynamics of their own strategies
- d) More importantly, they get to measure and monitor actual performance, and generate positive feedback loops

A Capstone Project Intent & Description

Student work in long-term teams for this project. The main objective of this project is to enable students to execute a digital marketing strategy with real-time digital assets, measure performance, and use the feedback to monitor and improve the tactics. The project flow is as follows:

- a) Student teams pick an Industry vertical and a business. Identify a product category/product
- b) As students learn new concepts and techniques in the classroom, they apply the same to take the digital marketing strategy of the firm off the ground. This includes, for instance, building a website/mobile app, setting up social media handles, etc.
- c) Students will use both paid and unpaid methods to popularize and bring visitors to the digital platforms of the company
- d) Students, at the end of the program, will present the strategy and outcomes to the business owner/manager

B Outcome: Digital Marketing Portfolio

At the end of the program, participants will have in-hand a 'Digital Marketing Portfolio' that documents the learning and outcomes in a specific industry sector/vertical. The portfolio has to ability to signal the following to prospective employers:

1. Showcase command specific platforms (e.g., Google adwords and adsense, FB and Instagram advertising, Inbound marketing, etc)
2. Popular tools and their real-time applications in firms
3. Execution and monitoring abilities
4. Measurement methods and link with business outcomes

FEW HIGHLIGHTED FACULTY



Pradeep Racherla

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Amogh Kumbergeri

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Jeff Tanner

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Daniel Conolly

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CURRICULUM STRUCTURE

The program is divided into 5 modules, and the capstone project runs as a continuous module across 4 months.

Central Dimensions

A. In-class Modules (5): In-class training where students are taught cutting-edge tools and techniques required for modern digital marketers. Students will learn from industry experts, and also from case studies of both successful and failed digital marketing strategies of firms from across the globe.

B. Digital Lab Modules (7): Runs parallel to the in-class modules. Students work in teams and get supervised by a project manager. Students form teams, and develop a comprehensive digital marketing strategy for a fictitious firm. However, the application and execution will be real-time and not simulated. Students get to truly apply their learning to develop an actual campaign with real digital assets.

Support Components

- » Industry Interactions & Workshops
- » Personality Development
- » Portfolio Design & Job Coaching
- » Communication Skills



In Class Training

MODULE 1
Digital Ecosystems
& strategies

MODULE 2
Audience Research
Media Planning

MODULE 3
Search, Paid Media
Web Analytics

MODULE 4
Social Networks
CRM

MODULE 5
Measurement,
Monitoring &
Growth Hacking

Capstone Project

Design Strategy &
objectives for the
target firm

Understand
segment &
Develop Media
Plans

Set-up paid media
& advertising
networks

Social media
marketing & nurture
the lead funnel

Measure, Monitor
& Modify digital
assets and content
strategy

Module 1: Understanding Marketing Strategy

TOPIC: Introduction to Marketing

Description & Outcomes: Marketing is an integral part of today's business world. It is a philosophy, it is an art and more importantly, it is a complex science. Students will study the 4Ps of marketing- Product, Price, Promotion and Place within domestic and global marketing activities, study the dynamics of segmentation, targeting and positioning strategies.

TOPIC: Consumer Behavior & Psychology

Description & Outcomes: Students will understand how marketers identify and exploit various sources of influence—from learning about the way we think and process marketplace information to how our product, brand, and channel choices are shaped by our personal ecosystem.

TOPIC: Segmentation, Targeting & Positioning

Description & Outcomes: Students will understand how to use data and build viable segments in a market.

MODULE 2: AUDIENCE RESEARCH & MEDIA PLANNING

TOPIC: Digital Decision Journeys & Touch Point Analysis

Description & Outcomes: Art and science of understanding and mapping consumers' digital journeys as they seek, research, and buy various products. Learn to create a research-based touch point map, that provides the critical inputs required to develop a digital engagement strategy.

TOPIC: Digital Media Planning

Description & Outcomes: Process of strategizing, negotiating, and purchasing media inventory across potential digital channels. The key objectives of this course include: a) Understand audience behavior by medium and planning spend across channels such as search, social and advertising, b) Plan guaranteed inventory versus non-guaranteed inventory, c) Vendor identification and RFP + negotiation, and d) Understand media planning terminology

TOPIC: Website & Mobile Design/Engagement

Description & Outcomes: Understanding the key concepts of Web design and development from consumers' perspective. Students will learn all aspects pertaining to mobile engagement and strategies, mobile assets and services such as apps, etc.

TOPIC: Capstone 2 Project Set-up Digital Media Plan

Description & Outcomes: This Second phase of the Project will enable students to develop: a) A validated touch point analysis based on consumer research, b) a digital media plan with budgets for key channels/media, c) mock website and mobile app design, d) guaranteed buying and non-guaranteed buying

EXAM 1 & 1-WEEK BREAK

MODULE 3: Paid Media & Web Analytics

TOPIC: Dynamics of Search (SEO & SEM)

Description & Outcomes: 80% of all online activities start with search. Consumers search for content, for products and services, and for entertainment. To effectively leverage search, students must appreciate the psychology and dynamics of search. Then, explore the use of paid and organic search to drive desirable consumer behaviors.

TOPIC: Web Analytics

Description & Outcomes: Digital assets provide massive amounts of data/feedback on a minute-to-minute basis. Web analytics help extract insights from web data and help in tracking, measuring and achieving business objectives. Students will learn about browsing and click-stream data analysis, multi-channel analytics, A/B Testing, and qualitative research.

TOPIC: Online Advertising & Affiliate Marketing

Description & Outcomes: A robust paid advertising network and affiliate program generates leads, web traffic, and conversions. Paid advertising and affiliate programs are essential drivers of various metrics for digital marketing campaigns. Students will explore a) Real-Time Buying and Automated Guaranteed Buying, b) types and costs of online advertising, c) affiliate marketing and their role in the overall strategy.

TOPIC: Capstone 3 Project

Description & Outcomes: a) Develop key word strategy (SEO & SEM), and web analytics set up including identifying metrics and KPIs,

b) Set-up advertising and affiliate network, b) develop social media

TOPIC: Develop Social Footprint/Paid & Earned Media

Description & Outcomes: communities (including Facebook/other communities), c) Develop social media engagement plan including objectives, d) leverage paid social campaign, e) employ social listening to study product feedback and campaign performance.

MODULE 4:

SOCIAL MEDIA & CAMPAIGN MANAGEMENT

TOPIC: Social Media 101/Nature of Social Engagement

Description & Outcomes: This course provides a strategic and analytical toolkit essential to manage the complexity created by social media such as blogs, social networks, and user-generated content. Students will study a) the role of social media in influencing consumer behavior, b) how particular companies are using social channels in their marketing strategies and tactics, and c) how social media engagement fits into the larger context of a digital marketing strategy.

TOPIC: Social Network Engagement (Paid & Unpaid)

Description & Outcomes: Learn the importance of leveraging both paid and unpaid engagement strategies in digital marketing strategies. Students will explore the strategies and tactics needed to engage customers on social media, and extract business value. The outcomes include a) Setting up paid advertising campaigns on Social Networks such as Facebook and Twitter, b) A/B testing and measuring campaigns metrics and KPIs, and c) social network engagement methods to drive specific business outcomes.

TOPIC: Inbound Marketing: Campaign Management, CRM Systems & Marketing Funnel

Description & Outcomes: Marketing automation and Inbound marketing strategies help firms develop a robust method to systematize, execute and track digital campaigns. In this process, firms get a better handle on tracking customers through a marketing funnel, and also secure high quality leads and conversions. In this course, students learn: a) The end-to-end process of campaign management using automation tools, b) leveraging data and content to drive personalization, and c) manage and build relationships are various stages of the marketing funnels (pre- & post- purchase), d) campaign metrics and measurement

TOPIC: Capstone 4 Growth Hacking 1

Description & Outcomes: Growth hacking refers to a set of activities that start-ups can adopt to dramatically increase their presence and growth in a market place. In this sense, the 'hacker' has intensive focus on one single goal- website hits, brochure downloads, or video views, and so on. In this exciting phase of the capstone project, teams shall develop a growth hacking plan that dramatically alters one or few of the KPIs they could not achieve in the previous rounds. End outcome should a visible change in the above said metrics. This dovetails strategically into the overall digital marketing strategy.

MODULE 5:

Content Development & Analytics

TOPIC: Content Management/Content ROI Video Marketing

Description & Outcomes: In this course, students learn: a) how to develop and distribute content that is effective and purposeful, b) how various types of content including articles, whitepapers and videos play key roles in various stages of the customer journey, and c) how to measure the ROI of content. d) how to market with web video or audio (podcasting), e) creative planning, viewer/listener engagement, branding and messaging, f) resources management, and techniques for production, and g) distribution tips and channels, evaluation metrics.

TOPIC: Reputation Systems (Social listening, sentiment analysis)

Description & Outcomes: Students will learn about Social Data, which contain "footprints and sentiments" that describe or imply their behaviors, experiences, and attitudes. Analyzing social media data serves the purposes of strengthening products and services, customer relationship management, improving online marketing (e.g. advertising, recommendation, pricing), and increase the bottom line. Topics covered would include: a) Collecting data from the social web using APIs or web scrawling, b) Sentiment analysis & text Mining of user-generated content, and c) Qualitative research and research on communities, d) Competitive analysis

TOPIC: Capstone 6 Project Growth Hacking 2

Description & Outcomes: Teams will assess data from the past hack as well as overall campaign performance data to ascertain the utility of tools and content pieces. They will try and use the data to make changes to the digital assets as well as the content purveyed over them. This continuous process enables the teams to analyze the key problems and opportunities in their digital strategies.

TOPIC: Measurement, Monitoring & Feedback Loops

Description & Outcomes: By the end of this project, students would have learnt how to a) Set-up an end to end inbound marketing and digital campaign strategy using a particular tool, b) explore lead nurturing and deploy a content based marketing funnel, c) suggest/develop key content pieces and strategy including methods to measure content ROI, and d) connect strategy and objectives with metrics and KPIs.

FINAL MODULE

TOPIC: Project pitch to industry Panel

Description & Outcomes: Project Presentations & Feedback

TOPIC: Portfolio Feedback & Deployment

Description & Outcomes: Students develop a comprehensive portfolio of their skills and learning. In this they indicate: a) their personal profile and interest in specific industry verticals/product categories, b) the process of their learning in the program, and c) specific industry-oriented tools and techniques they have learned, and 4) key outcomes and future aspirations.

Programme Fee: Rs. 4.25 lakh plus GST per student

Programme Dates: April– July 2022

Programme Start Date: April 11, 2022

Placement Assistance: Students who have successfully completed the Programme, will be provided placement support, for getting employed in the network of organizations connected with the Mahindra University