

Advanced Certificate Program in

DIGITAL MARKETING

From MICA | Batch 9



PROGRAM OBJECTIVE

Embark on the Journey of Success in the Domain of Digital Marketing with MICA

The Advanced Certificate Program in Digital Marketing from MICA, has been designed with an objective to familiarize participants with key aspects of digital marketing. The participants are expected to gain working knowledge in the digital marketing domain and develop an understanding of the framework within online marketing businesses and its operations.

Live sessions by the faculty facilitate one-on-one interactions to help learners resolve all their queries, as against isolated learning in recorded sessions. Our dedicated student support team guides you through the course and tech support team is available live during sessions for seamless learning. Join the hands-on learning experience with case studies, projects and simulations along with expert faculty from MICA.

PROGRAM HIGHLIGHTS



ADVANCED CERTIFICATE & MICA ALUMNI STATUS

Earn an Advanced Certificate in Digital Marketing & Alumni Status from MICA



LEARN FROM THE BEST, LIVE!

Live tutored classes, not recorded sessions, from eminent faculty of MICA



END TERM PROJECT

Project based on industry case study that takes the student through the complete digital campaign planning process



LEARN TO LEVERAGE VARIOUS DIGITAL MARKETING CHANNELS

Gain deeper understanding of the Why, What and How of leveraging various Digital Marketing Channels



MASTER VARIOUS DIGITAL MARKETING TOOLS

Hands-on practice on Digital Marketing Tools (across various channels) to move rapidly and profitably against competition

SYLLABUS

Business, Marketing & e-Marketing

- What is Digital Marketing?
- Advantages of digital medium over other medium
- Digital medium in today's marketing plan

Search Marketing

- Basics of Search Marketing – Organic & Paid Search Results
- Overview of Google AdWords
- Keyword Research and Analysis
- Tracking the success of SEM
- Search Engine Optimization Techniques
- On-page & Off-page Optimization
- Setting-up a Search Ad Campaign

Display Advertising

- Different kinds of Display Marketing
- The Display Marketing Ecosystem
- Retargeting & Dynamic Retargeting
- Setting-up a Display Ad Campaign

Social Media & Content Marketing

- Different Social Media Channels
- Building a robust Social Media Strategy
- Content marketing: Storytelling in Social Media
- Measuring Social Media ROI
- Setting-up a Social Ad Campaign

Email Marketing

- The basics of Email Marketing
- Effective email content
- Customer Acquisition through Email
- Nurturing & Automation of Email Marketing
- The concept of A/B testing & its use in Email Marketing

Mobile Marketing

- Different kinds of Mobile Marketing
- The Mobile Marketing Ecosystem
- Mobile App Marketing
- Mobile App Monetisation

Web Analytics

- Digital Measurement Landscape
- Introduction to Google Analytics
- Interpreting the data in Google Analytics

Advanced Tutorial Classes

- There will be at least 3 additional tutorial classes in between modules throughout the course
- Schedule will be announced along with the course session plan
- Objective is to catch up and take stock of progression of learnings
- Also, learn inter-module dynamics of digital marketing channels

End Term Project

- Project based on industry case study
- Bring together all the learnings from the course in a single project

ELIGIBILITY

Education

- For Indian Participants – Graduates (10+2+3) from a recognized university (UGC/AICTE/DEC/AIU/State Government) in any discipline
- For International Participants – Graduation or equivalent degree from any recognized University or Institution in their respective country
- Proficiency in English, spoken and written, is mandatory

Work Experience

- For Indian and International Participants – Interns or Working professionals

WHO SHOULD ATTEND?

- Entrepreneurs and Business Owners who have an ambition to create and establish their business presence globally through online marketing
- Business Heads with responsibility to identify innovative marketing channels and leverage social media for growth and outreach
- Professionals in fields like Customer Relations, Product Development, HR, Consultation, PR etc. who have an increasing need to understand and employ social media marketing to increase reach and improve efficiencies
- Marketers with roles in Sales, Marketing, Business Development, Branding, Advertising, Communications and Digital Marketing who have specific responsibilities to market their products and services worldwide through online medium
- Interns or early professionals who want to enhance their knowledge in online marketing methods and want to know how to engage effectively with social media

FACULTY



Amit Kishore

Adjunct Professor, Digital Communication Management
MICA

Amit is a Professor of Digital Marketing, Digital Marketing Trainer, Digital Media Consultant, Start-ups & Social Enterprise Enthusiast, and a Partner at Unnagi. Since graduating from MICA, Amit has worked for over two decades in strategic media planning, media research, and digital media. He has worked across geographies & cultures in India, Middle East, West Africa, and South-East Asia. Over the course of his career, he has worked with leading global agencies like Mediacom, Lintas Media Group, Universal McCann, OMD and Dentsu where he had the opportunity to manage the traditional as well as digital media mandates for some of biggest global brands across different categories.

He has also worked with leading global market research agencies like ACNielsen & TNS Global. In his last job, he was the CEO of PlanB Digital, a boutique digital marketing agency in Bangalore.

Before this, he was the Regional Strategy Director for the MENA region at Dentsu Media in Dubai. In 2013, he co-created MICA's Digital Communication Management (DCM) Specialization along with other MICA faculty.

He is currently enrolled as a doctoral scholar at CMR University, Bangalore to do a PhD



Prof. Siddharth Deshmukh

Adjunct Faculty and Senior Advisor
MICA

Siddharth, The Travelling Professor, graduated as a “First of the MICAn” in 1996 (first batch of MICA’s two-year flagship PGDM) and is back to his Alma Mater as an Adjunct Faculty & Senior Advisor. Siddharth has been teaching at MICA for last many years in his capacity as an Adjunct Faculty. He co-created MICA’s Digital Communication Management (DCM) Specialization along with other MICA faculty. He has mentored over 100 students to convert their ideas into prototypes and potential ventures (this is a six-month project for MICA’s second year PGDM students in lieu of dissertation).

He also teaches foundation courses in Digital Transformational Frameworks and User Experience Design. Besides these, Siddharth has taught various other digital and non-digital courses across institutes.

Early in his career, he turned an entrepreneur and digital venture/product development evangelist for over a decade – with his earlier UK based company, Cohezia. He remains on Cohezia’s Advisory Board and the various ventures it develops and grows.



Sanjay Varma
Visiting Faculty
MICA

Sanjay is a senior management professional with extensive experience in the field of digital marketing. An alumnus of Indian Institute of Management, Ahmedabad (IIM-A), he is also a graduate of the Government College of Engineering, Pune (COEP), India.

Since graduating from IIM-A, he entered the online space very early in his career in 2000 when he joined Fabmart.com, one of the earliest Indian eCommerce story. Later, he worked for Baazee.com (later acquired by eBay) as a founding team member. Sanjay subsequently worked in senior management roles for leading online businesses in Australia, UK and Ireland for many years before returning to India. On his return to India, he was Director of Digital Analytics at Fidelity Investments and Senior Director and Head – Global Delivery, Customer Acquisition Cloud at [24]7.ai.

He is currently an independent consultant advising organisations on their digital growth strategies. His areas of expertise include Digital Marketing Strategy, Customer Acquisition, Engagement, Retention and Digital Analytics. Sanjay is a regular visiting faculty at MICA teaching various courses in the Digital Marketing domain for both PGP & Online courses.



Sheshank Reddy
Visiting Faculty
MICA

Sheshank has more than a decade worth of experience in consumer facing businesses including FMCG, Food & Apparel retail. An alumnus of XLRI, Jamshedpur, he is also an engineering graduate VTU, Karnataka. After graduating from XLRI, Sheshank worked with Coca Cola & Marico.

In a long stint with Levi Strauss & Co. he worked in various marketing roles in Sales, Brand & Category management roles including digital marketing responsibilities for the brand.

Currently an independent marketing consultant, advising organisations on Marketing Strategy and Process Design, Retail and Marketing Analytics, Digital Marketing Strategy, and Digital Analytics.

Sheshank is a regular visiting faculty at MICA teaching various courses in the Digital Marketing domain for both PGP & Online courses.

PEDAGOGY

The primary method of instruction will be through LIVE lectures that will be beamed online via internet to student desktops/laptops or classrooms using Talentedge's Live and Interactive digital learning platform. The lectures will be delivered by eminent faculty from MICA. All participants will also be granted 24X7 access to Talentedge's Cloud Campus comprising learning aids, study materials, reference materials, assessments, case studies and assignments etc. as per the requirement of the Course. Students can chat real time with the professors during the live class and also post all other Course-related queries offline on the Cloud Campus.

ASSESSMENT & CERTIFICATION

A minimum of 70% attendance to the LIVE lectures is a prerequisite for the successful completion of this course. There may be periodic evaluations built in through the duration of the course. These maybe in the form of a quiz, assignment, project or other objective/subjective assessments as relevant and applicable to the course. The evaluations are designed to ensure continuous student engagement with the course and encourage learning.

Participants who successfully complete the same along with the requisite attendance criteria, assignments, and payment of all due fees, will be awarded an Advanced Certificate in Digital Marketing by MICA.



PROGRAM DETAILS

- Program Commencement: **21 November 2021**
- Schedule of Classes: **Saturdays and Sundays**
from 7.30 p.m. to 9.00 p.m. IST (1.5 hours)
- Duration: **4.5 Months**

FEES

- For Indian participants: **INR 80,000 + GST**
- For International participants: **USD 1750**
Instalment options available



FOR MORE DETAILS

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