

DIGITAL MARKETING

ONE DAY WORKSHOP

21 August, 2018

1. Name :
2. Designation :
3. Department :
4. Institution :
5. Address for communication :
6. E-Mail ID :
7. Contact No :
8. Teaching Experience in Years :
9. Mention your motivation to attend this workshop.

Place :

Date :

Signature of the Participant

Forwarded By,

Signature of the Head of the Institution

Coimbatore Institute of Technology

Coimbatore Institute of Technology (CIT) started in 1956 by Sri. V. Rangasamy Naidu is reckoned for its academic excellence in Engineering and Technology. CIT is a Government Aided Autonomous Institution affiliated to Anna University, Chennai. The institute has a reputation with service of competent, well qualified faculty and dynamic management to set highest standards in engineering research and development. CIT offers under graduate, post graduate and Ph.D. programmes with a global standard curriculum promoting the students to compete internationally. The institute has collaboration with leading frontier universities and industries in India and abroad for the promotion of innovative research and development.

Teaching Learning Centre

Coimbatore Institute of Technology has been approved as Teaching Learning Centre (TLC) under the scheme of Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching (PMMMNTT), Department of Higher Education, Ministry of Human Resource Development (MHRD) in December, 2017. MHRD has sanctioned grant to establish Teaching Learning Centre in Coimbatore Institute of Technology for Raising the Quality of Teaching through training, retraining, refresher and orientation programmes in the disciplines of Academic, Research and Management (ARM). CIT – TLC is established to improve the quality of teachers of technical education institutions in the regions of Tamilnadu (West), Kerala, Karnataka, Andhra Pradesh and Puducherry.



Teaching Learning Centre



(Under PMMMNTT, Dept. of Higher Education, MHRD, GoI)



Digital Marketing
21 August, 2018



Coimbatore Institute of Technology

(Government Aided Autonomous Institution)
(Approved By AICTE, New Delhi & Affiliated to Anna University, Chennai)

Preface About the Workshop

The growth of online marketing and proliferation of new media platforms and communication channels have led to the evolution of marketing to its present form most commonly known as Digital Marketing. Digital marketing is a broad term used for advertising through digital technologies and majorly through the Internet. Digital Marketing has become indispensable for almost all types of businesses, organizations and to even individuals. There is not a day in present times, when we at a personal, professional or societal level do not interact or are not affected by digital marketing. This workshop is intended to provide an overall understanding of digital marketing concepts, frameworks and applications.

The following modules will be covered in the workshop

1. Conceptual Foundations of Digital Marketing
2. Strategic Search engine Marketing
3. Strategic Social media marketing
4. Digital Analytics

Target Participants

This workshop is intended for faculty members teaching Digital Marketing course and to those interested to learn Digital Marketing.

Venue

Coimbatore Institute of Technology, Coimbatore

How to Apply

Participants may apply by submitting the scanned copy of the filled-in registration form (attached with this brochure) by Email to tlcp2@cit.edu.in on or before **17 August, 2018**.

Resource Person

Dr. Seema Gupta is an Associate Professor in Marketing at IIM-B. She specializes in digital marketing. She is an educator, trainer, researcher and consultant in digital marketing. Having trained more than 1000 professionals in middle and senior management in digital marketing she has deep insights in the domain. She has published papers in reputed journals such as Journal of Marketing Theory & Practice, Public Relations Review, Corporate Reputation Review, Management Review and Vikalpa. Winner of the EFMD Best case award (2011) and ISB-IVEY Best Case Award (2011), Professor Gupta has written cases on marketing challenges faced by companies such as Volkswagen, Bosch, Nielsen, DDB Mudra, Dainik Bhaskar etc. Her cases have been registered with Harvard Business School Publishing.

She has presented papers in international conferences. She has provided consulting in marketing strategy and communications to companies such as Nandini milk, Nilon's, Karnataka State Seed Corporation, INDCOSERVE etc. Her articles have appeared in national media such as Economic Times and Financial Express. She is regularly quoted in national media for her views on marketing and digital.

Important Notes

- No Registration fee will be collected
- Participants have to bear their own travel expenses
- Accommodation will be provided on prior request
- Participation certificate will be provided

Organizing Committee

Chief Patron

Dr.S.R.K.Prasad
Correspondent, CIT Institutions, Coimbatore

Patrons

Mr.S.Rajiv Rangasami
Director, CIT Institutions, Coimbatore
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Convener

Dr.V.Manikandan
Project Coordinator, CIT – TLC, Coimbatore

Coordinator

Dr.R.Jayanthi,
Project Officer, CIT – TLC, Coimbatore

Contact Person

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Coimbatore – 641014
Email: tlcp2@cit.edu.in
Contact No: 7397569530

Important Dates

Last Date for Application Submission	17 August, 2018
Selection Intimation	18 August, 2018
Workshop	21 August, 2018