



**AKGIM**

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**Ajay Kumar Garg Institute of Management**  
In Association with Ghaziabad Management Association (GMA)

Announces

**Training Programme**  
On  
**"Digitalization of Marketing"**

**11<sup>th</sup>-12<sup>th</sup>, May 2018**

## ABOUT THE PROGRAMME



We are currently witnessing digital evolution and it happens so rapidly that it is imperative to stay updated with the latest trends in technology. Regardless of the industry, domain or location, every business needs to understand the power of digital marketing strategies to reach to their audience and market their offerings. Interaction on Social Media has exploded in past few years with Facebook, Twitter and LinkedIn etc. This has given us opportunity to explore the market on digital platform. This Programme is meant to provide knowledge of the concepts and applications of digital marketing strategies in different scenarios.

The programme is largely targeted to Managers & Executives of Small & Medium Enterprises (SMEs), Entrepreneurs, Research Scholars and Faculty Members. It is ideal for those who want to learn and incorporate digital platforms for an extra mileage. Each session will be supplemented with examples and discussion on key issues. The programme will include trainers from different industries to share their experiences and to provide greater insights.

## BROAD COVERAGE OF THE PROGRAMME

- The programme is intended to introduce the participants to the age of digital era as a means to enhance the business proposition.
- To enhance the participants' capability in the effective use of various digital platforms for business development.
- To give first hand training to use social media and related analytics for business promotion.
- To give hands on experience to the participants for search engine optimization, digital brand promotion and analysis of consumer behavior on digital platforms.
- To generate awareness about the strategic importance of digitalizing the marketing efforts.

## PROGRAMME CO-ORDINATOR(S)

**Prof. Namita Nath Kumar**  
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## ABOUT THE RESOURCE PERSONS

### 1. Mr. Sanjay Tiwari

He is founder of "Net Potatoes" Internet Ventures. He is Strategic Advisor & Mentor to Indicus Netlabs (Raftaar. in). He has worked with multinational companies including Leo Burnett, Saatchi & Saatchi, FCB, Brand prophet, ENZ Communications and Indicus Analytics. He is graduated in Economics from University of Delhi followed by International MBA from Rotterdam School of Management, Netherlands.

### 2. Soumitra Chakraborty

Soumitra is presently Director Resource Management at Carving talent. He has worked with Brands like Alcatel, TATA Lucent and Panasonic. He is associated with NIESBUD, NSDC and Handicraft Mega Cluster Mission (HMCM), as trainer in the area of Digital Literacy, Digital Marketing and e-Commerce.

## DATE AND VENUE

The programme will be held during 11-12th May 2018 at AKGIM, Ghaziabad

**Last Date of Registration** - 7th May 2018

## PROGRAMME FEE

Rs.2,000/- per participant.

The fee is to be paid in advance by Demand Draft drawn in favor of "Ajay Kumar Garg Institute of Management" payable at Ghaziabad and sent to Ajay Kumar Garg Institute of Management, 27th km stone, NH-24 Delhi- Hapur Bypass Road, Ghaziabad, Uttar Pradesh Pin- 201009 along with the Registration Form.

OR

On-line payment through NEFT/RTGS:

**Ajay Kumar Garg Institute of Management**

**A/C No.: 21330100008125**

**IFSC Code: BARBOTRDGHA**

**Bank Name: Bank of Baroda, Clock Tower, Ghaziabad**

**Any organization sponsoring 3 or more participants to the programme will be entitled to a discount of 15%.**

**Note:** Kindly bring your laptop for practical session.



## About AKGIM

AKGIM was set up in 2008 to offer high quality, relevant and meaningful management education to young, budding leaders of the country. AKGIM (Ajay Kumar Garg Institute of Management) is an initiative of Indian Institute of Management and Engineering Society. AKGIM strives to build itself as an institution of quality management education, research, executive training development and consultancy. In a very short span of time, the institute has built an excellent faculty pool of experience and a rich intellectual capital base, state of the art infrastructure, technology-savvy campus along with commitment towards quality. The emphasis has been to prepare business leaders for the society and develop sound academia-industry collaboration.

The strength of AKGIM lies in the emphasis on values and ethics as a part of the toolkit of managers. The focus on quality rather than quantity ensures that all students have plenty of opportunities to involve themselves in various co-curricular and extra-curricular activities that help in shaping all round personalities that are extremely essential to develop good leaders. State-of-the-art campus provides infrastructure and facilities that match the best in the country.



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