Management Development Programme

Digital Marketing for Customer Acquisition and Retention

August 19-21, 2015
MDI Campus, Gurgon
Proliferation of internet and social media through affordable computers and mobile devices is rapidly changing the way the consumers make their purchase decisions and engage with brands. Technology has empowered the consumers as well as marketers with its immense reach and influence. In near future, the marketing success would be driven by the digital marketing skills of marketers.

Digital marketing is an exciting area which is being explored by marketing professionals across industries. Many marketing managers find themselves inadequately equipped to take digital marketing decisions because they are not familiar with the digital consumers, as well as marketing tools and techniques for internet enabled and mobile hand held devices.

Since the opportunity is immense and the rules of the game are still evolving, trial and error method is common. This leads to sub optimal utilization of digital marketing resources and underachievement of results. The performance could possibly be improved in case there is adequate focus on understanding why these changes are happening rather than knowing only about what needs to be done.

A sound understanding of the current developments in digital marketing and their practical applications in acquiring and retaining customers can improve the marketing efficiency. This training module is designed for marketing professionals, who are keen to refresh their conceptual understanding and thereby improve their results. The conceptual basics would be discussed and revised with the objective of improving the customer acquisition and retention, thereby improving marketing results.

Objectives

This programme has been designed with the following objectives:

- To learn about the possibilities of using digital marketing for improving customer acquisition and retention.
- To revisit the existing marketing concepts and learn how to modify them so as to successfully apply them in the context of digital space.
- To understand the different measures to evaluate the digital marketing performance and their limitations.
- To provide a platform to initiate the debate and discussion about the possibilities and challenges in this domain.

Contents

The program revolves around understanding the consumers in the digital space, and developing digital marketing strategies for acquisition and retention of customers. Apart from sharing the tools and techniques that can be used, the focus is on the changes that we encounter as we move from real world to digital markets and marketing.

The broad program structure is as follows:

- Introduction to fundamental concepts of marketing, and how they get altered in digital world
- Understanding the effect of enabling technologies like internet and mobile on the consumer and their decision making process
- Customer acquisition and retention strategies and tools in the digital space, including brand building, e-word of mouth, dynamic pricing
- Measuring the success of the digital marketing initiatives like social media marketing, mobile marketing, search engine optimization as well as digital and mobile advertising
- Learning review, conclusion and action plan

For Whom

This programme is designed for all practitioners (Executives, Consultants, Managers, etc.) interested in updating themselves with the conceptual developments in the overall domain of digital marketing. It would include the domain of internet, mobile and social media and focus on the latest academic research and practice.

Faculty

The course would be delivered by MDI faculty and professionals from industry with experience in digital marketing.

Pegagogy

The conceptual element of programme will be delivered by using a balanced mix of lectures, discussions and experience sharing. The application of the concepts and ability to critically analyse a digital marketing challenge would be, achieved by the case study method of learning.

This is an intensive program where participants would be required to come to the class after the assigned pre-class preparation for the discussions in class.
Venue and Duration

The programme is scheduled during August 19 – 21, 2015 on residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurgaon. Accommodation for participants would be available at MDI Campus from the afternoon of August 18, 2015 to the forenoon of August 22, 2015.

Registration and Fee

Participants may be nominated by their organizations. The enclosed nomination form should be completed and returned to the Chief Administrative Officer (Programmes), Management Development Institute. The fee for the program is Rs. 36,000/- (Rupees Thirty Six Thousand only) per participant which includes professional fee & all charges for lodging and boarding and supply of course material. Service Tax as applicable will be charged extra in addition to the programme fee. Payment should be made by a crossed demand draft in favour of ‘Management Development Institute, Gurgaon (Haryana),’ and sent to the Chief Administrative Officer (Programmes), Management Development Institute, MDI Campus, Mehrauli Road, Sukhrali, Gurgaon 122 007.

Last Date

The last date for receipt of nominations is July 22, 2015 and the last date for withdrawal of nominations is August 12, 2015. Any withdrawal received after this date will be subject to deduction as per the Institute’s rules. However, substitution may be permitted.

Nominating Organizations are advised to await confirmation of acceptance of nomination(s) before sending the participants to the programme venue.

Enquiry

For any Additional information / enquiry, please write to:
The Chief Administrative Officer (Programmes)
Management Development Institute
MDI Campus, Mehrauli Road, Sukhrali, Gurgaon – 122 007, Haryana
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Programme Director

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Education:

Work Experience:
Dr. Mukherjee blends latest academic research and industry experience to provide fresh perspective and insights to marketing problems. He had worked in industry for nine years from 1992-2001. The work experience included branch management, institution sales responsibility and development of soft luggage range for Aristocrat luggages. He was the Product Manager for ICI Paints, when the imported automotive refinishing paint portfolio was introduced in India. The assignment included all India rollout, sales force effectiveness tool development, establishing of a specialized sales organization for the product, complete supply chain management, and marketing strategy formulation. He was the Brand Manager responsible for implementing the sub branding strategy of Godrej refrigerators as well as branch management function in Orissa.

Before joining MDI Gurgaon in 2007, he has taught at XIM Bhubaneshwar and had been a visiting faculty at S.P. Jain Dubai Campus. He offers elective courses in Sales and Distribution, Business to Business Marketing, Product Management, Marketing Strategy, and Marketing for Virtual World.

Consulting and Training:
Dr. Mukherjee had advised the Product Management team of HCL Infosystems Limited on their new product initiatives and also facilitates the meetings of Customer Advisory Board. He has been a consultant and trainer for Team Computers Pvt. Limited (an IT solution provider and a prominent tier two distributor for HP India), helping in the sales force training as well as the positioning strategy formulation. He has also developed and delivered customized training programs for the Area Sales Managers team and channel partners of Nestle India, Tata Chemicals, HMT Tractors, HP India.

Apart from that, Dr. Mukherjee has taken up numerous MDP training assignments for senior executives Steel Authority of India, Reserve Bank of India, Bharat Electronics Limited, Nestle India Limited, Hewlett Packard, Life Insurance Corporation of India, Jindal Stainless, Syngenta, Nalco, Orissa Mining Corporation, Coromandal Fertilizer Limited in the area of Marketing Strategy, Sales and Distribution Management, Brand Management, Product and Pricing.

Areas of Academic Interest:
The PhD thesis of Prof. Mukherjee was titled “Trust based adoption of innovative new products and its relevance to new product development process.” It required in depth research on the new product development process and the consumer adoption and diffusion processes. The current research and publication interests are in the area of the marketing in the technology enabled mediums like internet, mobile, social media, marketing of new products, and new product development process, especially in the emerging market context. He also takes active interest in developing and publishing case studies as well as designing marketing simulation games.
The Management Development Institute (MDI) was established in 1973 with the active support of IFCI following an initial grant received from KFW, West Germany. The Institute soon established itself as one of the earliest centers for continuing education in India. As an endorsement of its front runner position in the field of Post Graduate Education in Management in India, MDI’s PGP (a two-year full-time MBA equivalent program) has been awarded “A” Grade by the National Board of Accreditation of All India Council for Technical Education (AICTE). Various surveys have ranked MDI among the top B-schools of the country. The MDI is the first Indian B-school with Global accreditation AMBA-Association of MBAs, UK.

The education programs comprise of two-year full-time PGP, PGP-HR, PGP-IM, 15-month Executive PGDBM, three-year Executive Management Program, Doctoral level FPM I EFPM, Post Graduate Program in Energy Management, and PG Diploma in Public Policy and Management. In addition to its academic programs, MDI has been a pioneer as well as a market leader in the area of continuing education in management. With over 40 years in this field, MDI conducts nearly 200 weeks of intensive short-term training programs each year, aimed at executives and managers from industry. Over 3000 managers participate in these programs each year. These include open programs, as well as customized organization specific training modules. The approach integrates latest knowledge with best practices through integrated business school activities enabling organizations in pursuit of excellence.

MDI offers consulting services in the different functional areas of management. The driving force at MDI is a dedicated team of distinguished faculty who has extensive experience and expertise in diverse fields. Over the years, there has been distinctive shift in emphasis from helping design and implement policies, systems and processes in functional domains to cross-functional domains. The institute is recognized by the industry (public and private), Central and State governments, and NGOs and is known for providing quality services to its clients. MDI always strives to provide high quality, cost-effective and timely services to the clients. It has remained contemporary through its primary focus on research, adapting to change and developing innovative strategies to facilitate the process of change in the dynamic business environment. The institute’s clients say that it has been able to add value to them by bringing in a strong cross-functional emphasis in their approach to carry out business.

As part of its strong research focus, MDI supports the following research initiatives:
- Centre for Supply Chain Management
- Centre for Excellence in Information Management
- Centre for Entrepreneurship
- Centre for Transformational Leadership
- Centre for Corporate Governance Centre for Responsible Business
- Centre for Positive Scholarship

MDI maintains high level of academic excellence in management. It has over 80 full-time faculties who have several years of experience having worked at senior positions in the industry. The faculty is thus able to deliver a healthy mix of practical insights and academic rigor in the classroom. MDI also has strong links with leading international B-schools. This aids in delivering a globalized management curriculum. As part of the global initiatives, student and faculty exchanges go on regularly. Joint research projects are also undertaken. Above all, MDI has a well developed state-of-the-art infrastructure, which includes a library with a collection of over 60,000 volumes, and online access to international journals, a computer center with over 500 PCs, air conditioned lecture halls and syndicate rooms, besides a host of other recreational facilities.

MDI’s International Partners
MDI has active linkages with McGill University, Canada, University of Waterloo, Waterloo, School of Public Policy, George Mason University, USA, University of Connecticut, USA, Cambridge College, Massachusetts, USA, DeGroote School of Business, McMaster University, Canada, Robert H. Smith School of Business, University of Maryland, USA, Marquette University, Wisconsin, USA, Bentley College, USA, The University of North Carolina, Kenan-Flagler Business School, Chapel Hill, USA, North Carolina State University, Raleigh, North Carolina, USA, ESCP-EAP, France, EOHEC Business School, France, The Institut d’Etudes Politiques de Paris (Sciences-Po), IAEaison en Provence, France, Total Professors Association (TPA), Paris, Grenoble Ecole de Management, Grenoble, Bergische Universität Wuppertal, Wuppertal, HHL Leipzig Graduate School of Management, Leipzig, International University in Germany, Bruchsal, European Business School - Oestrich-Winkel, Frankfurt School of Finance & Management, Frankfurt, Vienna University of Eco. & Business Administration, Austria, Copenhagen Business School, Denmark, Aarhus School of Business, Denmark, Solvay Business School, Brussels, The Faculty of Applied Economics, University of Antwerp, Belgium, BI Norwegian School of Management, Norway, Universitas Carlo Cattaneo, (LIUC), Italy, Bocconi University, Milan, Warsaw School of Economics, Poland, Graduate School of Business Economics, Higher School of International Commerce and Finance (WSIHFM), Warsaw, Middlesex University, London, UK, School of Management, Asian Institute of Technology, Thailand, Queensland University of Technology, Brisbane, University of the Free State, Bloemfontein, University of Otago, Dunedin, Leon Recanati Graduate School of Business Administration, LAHAV Executive Education Centre, Faculty of Management, Tel-Aviv University, Tel-Aviv, Israel, University of Tampere, Finland, Lahore University of Management Sciences (WMS), Pakistan, RSM Erasmus University, Rotterdam, Athens University of Economics and Business, Athens, Moscow International Higher Business School “MIRBIS”, Moscow, Huazhong University of Science and Technology (HUST), School of Management, China. These linkages operate in the domains of exchange of students, faculty and knowledge. Some executive education programs are co-designed and delivered along with our partners. MDI now has developed a new niche market for foreign institutions in conducting international executive development programs at MDI campus.