

| आ नो भद्राः क्रतवो यन्तु विश्वतः |
Let Noble Thoughts Comes To Us From Every side- Rigveda 1-89-1



M.P. Birla Institute of Management
Presents

Seminar on **Digital Marketing**

Opportunities, Challenges and Future

Wednesday, December 20th, 2017
10.00 AM –4.00PM

Ranked 21st in All India
Ranking of Non IIM B
Schools
siliconindia

Internal Quality Assurance Cell

M.P. Birla Institute of Management
Associate Bharatiya Vidya Bhavan

DIGITAL MARKETING - TRENDS



Digital marketing is the in-thing today in the arena of marketing and trends throw up many challenges to the companies, students and educators. It has become the focus of marketing organisations with priority for growth and revenue. Marketing technologies continue to evolve. This is the reality of world going digital. As a result, the marketing activities of organizations also need to move apace to keep up with both its application of digital technologies and developing the knowledge and skills to use them.

In a smartphone dominated world, today many use their phone in-store through applications and increasing number are willing to receive location-based mobile alerts. For an organization with a proper strategy in digital marketing, capturing customers in-store through digital techniques will provide an effective means of conversion.

With urban consumers becoming savvier and more tuned into their digital surroundings, they have a greater desire to connect with brands and follow their stories. Online video now accounts for 50% of all mobile traffic and this year has seen a huge rise in video sharing, and video content creation, particularly in the realms of social media in India. To gain time, efficiency and regularity in publications, companies are more and more referring to automation tools to promote content through various channels (social networks, newsletters, emailing campaigns and so on). Besides the undeniable efficiency gain, this solution will help reach and retain a community

According to digital marketing experts interactive digital content is steadily making its presence prominent. In the current digital landscape, engagement is everything, and marketers succeed when their audience not only consumes content but also enjoys and acts upon it, which is why interactive content will be so important going forwards.

As new digital marketing trends have begun to emerge, it is time for the marketing organisations to get ready with their digital strategies and also for B Schools to train their students to be Digital Marketing Savvy. Keeping the rapid growth of this marketing paradigm and the need for learning more on this contemporary mode, MPBIM has embarked on conducting a Faculty Seminar on Digital Marketing which is mandatory for faculty teaching Marketing.



Workshop on Teaching Approaches as Part of Assurance of Learning for MBA Programs in India

WHO CAN ATTEND THE SEMINAR

Faculty members of Business schools at under-graduate and post-graduate levels who are handling Marketing wish to experience decision making under dynamic environmental conditions in class rooms are invited. It may be noted that number of participants in the programme is restricted to 50 only for effective programme delivery . Participation will be on first come first served basis.

Prerequisites for participation

Familiarity with Computer operations. Each participant must carry his/her laptop. The internet connection will be provided at the venue

Fees

The participation fee is Rs.500/- which covers the cost of course material, lunch and refreshments.

How to Apply?

Registration form can be downloaded from our website www.mpbim.com and sent along with the DD for Rs. 500/- made out in favour of M.P. Birla Institute of Management payable at Bengaluru, to:

Dr. Sumithra Sreenath

M P Birla Institute of Management, #43, Race Course Road, Bengaluru – 560001
email: contact@mpbim.com/sumithrasreenath@mpbim.com

The filled nomination form along with the payment must reach us before December 15, 2017.

Last Date for Registration: Wednesday, December 15, 2017

SCHEDULE OF THE SEMINAR

Registration	9.30 - 10.00 AM
Inauguration	10.00 - 10.25 AM
Session 1	10.30 - 12.00 Noon
Tea/Coffee Break	12.00 - 12.15 PM
Session 2	12.15 - 13.45 PM
Lunch	13.45 - 14.30 PM
Session 3	14.30 - 15.30 PM
Valedictory	15.30 - 16.00 PM



RESOURCE PERSONS



Dr. Uday S. Tate is Director of EMBA and Professor Management, Marketing, & MIS at Marshall University. A graduate from University of Baroda and MBA from Western Illinois University in the field of Marketing, he secured his Doctorate from University of Tennessee-Knoxville. Dr. Uday Tate has been recently selected as the R.G. Miller Jr. Distinguished Chair. This is one of the highest honors that can be bestowed on a faculty member in the College. Being selected recognizes excellence in teaching, research, and service.



Dr. N S Viswanath is the Director & Founder Principal, MPBIM and Director of Bhavan's Management Research Centre (BMRC). He has, over two decades of Corporate experience. He has to his credit over sixty research Papers. Has successfully guided nine Ph.D scholars. He is the Founder & Editor in Chief of Dharana an International Business Journal, besides being on the Editorial Team of African Journal of Marketing Management (AJMM)

M.P. BIRLA INSTITUTE OF MANAGEMENT



Amongst the various initiatives taken by Bharatiya Vidya Bhavan, which enjoys an enviable track record as a proponent of education with Indian culture and values in the area of higher management education, M.P. Birla Institute of Management at Bangalore, is a premier management institute in Karnataka. Since inception in the year 1999, under the patronage of Late

Smt. Priyamvada Devi Birla, the college has progressed and grown from a humble student-strength of 30 to an impressive 360 students for the two-year integrated M.B.A. programme offered under the umbrella of Bangalore University. Many of MPBIM's past students are acquitting themselves well in leading corporate enterprises and industries. Bhavan's M.P. Birla Institute of Management, led by Sri. N Ramanuja, Former Chairman and Managing Director of HMT Limited, a leading public sector, has deservedly earned the reputation of being one of the most sought after post-graduate management institutions in Karnataka. The college, a NAAC accredited institution, has the support of a very high quality teaching faculty – a very healthy mix of career academicians as well as senior industry stalwarts.



M.P. Birla Institute of Management

Associate Bharatiya Vidya Bhavan

43, Race Course Road, Bangalore 560001

Ph: # 91 80 42772000,

Email: contact@mpbim.com, Website: www.mpbim.com

Bharatiya Vidya Bhavan's M.P. Birla Institute of Management

Presents

SEMINAR on DIGITAL MARKETING

OPPORTNITIES, CHALLENGES AND FUTURE

December 20,2017

Registration form

To be filled in by the Nominee

Name Dr /Prof /Mr /Ms

Designation

Institution

Address

Phone (O)..... Mobile.....

Email.

Name of the Director/Principal

Phone (O)..... Mobile.....

Email.

Participation Fee DD No.:.....

(Payment accepted at venue also)

Please send the filled in application to Sri. Sadanandan Dy. Registrar,
M.P. Birla Institute of Management, Bharatiya Vidya Bhavan, #43, Race
Course Road, Bangalore 560001.Contact: Dr. N S Viswanth Director /
Sri Sadanand Dy. Registrar

Email:contact@mpbim.com Ph:42772000/ 9686339626/9845794399

This Seminar is an initiative of MPBIM's IQAC