



SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

Accredited with "A" by NAAC | 12B by UGC | Approved by AICTE

15 Days MDP

on

Marketing in the Digital Age



18th Jan 2021 to 8th Feb 2021

**VENUE: SATHYABAMA INSTITUTE OF
SCIENCE AND TECHNOLOGY**



Mode: Offline



**Level: Senior and middle
management professionals**

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ABOUT SATHYABAMA

Sathyabama is a prestigious institution which excels in the fields of Engineering, Science and Technology for more than three successful decades. It offers multi-disciplinary academic programme in various fields of Engineering, Science, Technology, law, Dental Science, Pharmacy, Nursing, Management, Arts and Science and Allied Health Sciences. It is established under Sec.3 of UGC Act, 1956 and is been Accredited with 'A' Grade by the National Accreditation and Assessment council. The Institution persistently seeks and adopts innovative methods to improve the quality of higher education and is responsive to the changes taking place in the field of education on a global scale. The Institution has a team of dynamic and outstanding faculty, innovative pedagogical practices, state of the art infrastructure and world class Research Facilities. This glorious Institution is functioning in Chennai under the dynamic leadership of Dr. Mariazeena Johnson, Chancellor, Dr. Marie Johnson, President.

Sathyabama has a good presence in rankings and ratings at National and International level. The Institution has been ranked in 51st position by the National Institutional Ranking Framework (NIRF), Government of India among the Universities in India for the year 2023 and ranked one among the top 100 Universities for eight consecutive years. Sathyabama is ranked among the Top 5 Institutions in the Country for Innovation by ATAL ranking of Institution for Innovation Achievements, Govt. of India. Times Higher Education and QS has ranked Sathyabama among the top Institutions worldwide. Sathyabama Institute of Science & Technology has alliances with leading Universities and research establishments at National and International Level. It is a research intensive University with world class laboratories and research facilities and is involved in research in the emerging areas of Science and Technology. Sathyabama has undertaken various sponsored and collaborative R&D projects funded by National and International Organizations. Sathyabama has written a special page in the history of space research on 22nd June 2016 with the launch of "SATHYABAMASAT" in association with ISRO.

Sathyabama has emerged as a leading Institution and achieved excellence in higher education to international standards owing to its research and academic excellence.

ABOUT SCHOOL OF MANAGEMENT STUDIES (ACCREDITED BY NBA)

The School of Management Studies established in 1993 is committed to outstanding value based quality education, research, executive education, consultancy and strong corporate as well as international linkages. Constituted with the vision of offering transformational education focussing on entrepreneurship and thought leadership, the school nurtures and develops the best of managerial talent who create sustainable value engaging in a variety of initiatives of social and economic benefit to this nation. The inspirational and applied learning environment educate, equip and inspire students to exhibit value based leadership, entrepreneurship and contemporary research.

School of Management Studies at Sathyabama Institute of Science and Technology is a distinguished leader in the field of management education and research. Our programs and curricula receive global recognition for their strength and continued contributions to the field of management. Our prime aim is to design practice-oriented learning and a contemporary industry-focused curriculum. Capacity building, Executive Education and imparting Consultancy to the Corporate, Government and other Organizations are the hallmark of our institute. Designed with a focus on practical skills for any business application, the Full-time MBA program offers a breadth of knowledge, tools and opportunities to apply what is learnt in a real-world setting to become a truly global business leader. Global exchange opportunities with our partnering institutes for internships and academic learning offers unparalleled access to several industry sectors impacting careers of our students. Opportunities for self-development through a wide range of electives, co-curricular activities, and regular industry networking events equip students with advanced business knowledge and skills.

About the MDP:

In the era of rapid digital transformation, marketing strategies have undergone a revolutionary shift. This Management Development Program (MDP) equips professionals with tools and insights to thrive in the digital marketing landscape. Learn how to leverage data, technology, and innovation to drive brand success and customer engagement.

Programme Objectives:

- Understand core concepts of digital marketing
- Explore consumer behaviour in digital ecosystems
- Learn about data-driven decision-making
- Master key platforms: SEO, SEM, social media, email & influencer marketing
- Evaluate digital marketing metrics and ROI

Learning Outcomes:

By the end of this Management Development Program, participants will be able to:

- Comprehend the digital marketing landscape and understand how it differs from traditional marketing approaches.
- Develop integrated digital marketing strategies aligned with customer journeys and business goals.
- Leverage key digital channels—including social media, search engines, content platforms, and email—to reach and engage target audiences effectively.
- Utilize data analytics tools to measure campaign performance and make data-driven marketing decisions.
- Apply SEO, SEM, and content marketing techniques to improve online visibility and lead generation.
- Understand consumer behaviour in digital environments and design personalized marketing experiences.
- Incorporate automation, AI, and emerging technologies into digital marketing strategies for greater efficiency and impact.
- Evaluate ROI of digital campaigns and adjust strategies based on actionable insights.
- Understand digital ethics, privacy, and compliance, ensuring responsible and transparent marketing practices.
- Gain hands-on experience through real-world case studies and interactive exercises for practical application of concepts.

Key Themes and Modules:

- Digital Marketing Fundamentals
- Content Marketing Strategy
- Social Media & Influencer Marketing
- Search Engine Optimization (SEO) & SEM
- Analytics & KPIs: Measuring Marketing Effectiveness
- AI and Automation in Marketing
- Ethics and Data Privacy in Digital Marketing
- Case Studies and Best Practices

Benefits to Participants:

- **Strategic Insight:** Gain a comprehensive understanding of how digital marketing transforms business models and customer engagement.
- **Practical Skills:** Learn to use essential digital tools and platforms (e.g., Google Analytics, SEO/SEM tools, social media dashboards).
- **Real-World Application:** Apply concepts through live case studies, simulations, and interactive exercises.
- **Improved Decision-Making:** Enhance your ability to make data-driven marketing decisions using analytics and performance metrics.
- **Career Advancement:** Strengthen your professional profile with in-demand digital marketing expertise and a certificate of participation.
- **Networking Opportunities:** Connect with fellow professionals, industry experts, and faculty for future collaborations and learning.
- **Digital Confidence:** Build confidence in navigating digital marketing challenges and driving innovation in your organization.
- **Updated Knowledge:** Stay current with the latest trends in AI, automation, personalization, and privacy in marketing.
- **Customized Learning:** Benefit from a curriculum tailored to address the needs of diverse industries and professional roles.
- **Enhanced ROI Mind-set:** Learn how to measure and optimize marketing efforts for better return on investment.