



SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY
(Deemed to be university)

CATEGORY – 1 UNIVERSITY BY UGC

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



SCHOOL OF MANAGEMENT STUDIES

Organize

"15 Days MDP on Programmatic advertising and AI"

Duration: 3 Weeks

Mode: In-Person

Dates: 22.01.2024 TO 09.01.2024

**Venue: Central Library,
Placement Auditorium**







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 and with the active support of Mr. J. Arul Selvan Vice President, Ms .Maria Bernadette Tamilarasi, Vice President and Ms. Maria Catherin Johnson Vice 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 Program

In a world driven by data and digital transformation, Programmatic Advertising powered by Artificial Intelligence (AI) is revolutionizing the way brands connect with consumers. This MDP is designed to help marketing professionals, media buyers, and business leaders understand and leverage the capabilities of programmatic platforms and AI-driven ad strategies to maximize performance and ROI.

Program Objectives



- Understand the fundamentals of programmatic advertising
 - Explore how AI and machine learning optimize ad delivery and targeting
 - Learn to design intelligent ad campaigns across platforms
 - Evaluate performance metrics and attribution models
 - Gain insights into ethical and privacy implications of AI in advertising
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Key Learning Modules

- Introduction to Programmatic Advertising Ecosystems
- How AI Powers Targeting, Bidding, and Optimization
- Data Management Platforms (DMPs) & Customer Data Platforms (CDPs)
- Real-Time Bidding (RTB) and DSPs Explained
- Creating AI-Driven Creative Strategies (Dynamic Creative Optimization)
- Metrics, Attribution, and Campaign Performance
- Privacy, Ethics, and Future Trends in AI Advertising
- Hands-on Simulation: Build Your Own Programmatic Campaign

Program Methodology

- Instructor-led expert sessions
 - Case studies from Google, Meta, Amazon, and emerging ad platforms
 - Campaign building workshops and simulations
 - Group assignments and real-time ad performance reviews
 - Live demonstrations of programmatic tools and dashboards
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CHIEF PATRONS

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SCHOOL OF MANAGEMENT STUDIES

DR.PALANI

HEAD OF THE DEPARTMENT

SCHOOL OF MANAGEMENT STUDIES

ORGANIZING SECRETARY

DR.SHETTY DEEPA THANGAM GEETA

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ORGANIZING COMMITTEE:

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