

भारतीय प्रबंध संस्थान कोषिक्कोड
Indian Institute of Management Kozhikode
Globalizing Indian Thought

STRATEGIC DIGITAL MARKETING PROGRAMME

DECEMBER 28 - 31, 2026

Programme Overview:

The Management Development Programme (MDP) for Digital Marketing Professionals is a focused, four-day intensive course designed primarily for experienced digital marketing practitioners aiming to master the art and science of digital marketing strategy formulation. This programme delves deeply into the nuances of developing, implementing, and measuring effective digital marketing strategies that align with overarching business goals. While maintaining a core emphasis on strategic planning, the curriculum also introduces participants to the latest trends, tools, and analytical techniques essential for crafting successful digital marketing campaigns. The course balances theoretical knowledge with practical applications, offering insights into real-world challenges and opportunities within the digital marketing landscape. The objective is to equip participants with the expertise to lead strategic digital marketing initiatives, drive online engagement, and significantly impact their organization's growth and success.

Learning Outcomes:

By the end of the programme, participants will:

1. Understand the strategic role of digital marketing in achieving business objectives.
2. Gain insights into the latest digital marketing trends, tools, and technologies.
3. Develop skills to analyze complex digital marketing data for informed decision-making.
4. Learn to design and implement advanced digital marketing strategies.
5. Enhance leadership and communication skills to lead high-performing digital marketing teams.
6. Understand ethical considerations in digital marketing to ensure responsible practices.



Programme Themes and Coverage:

1. Digital Marketing Strategy Formulation: Deep dive into the process of creating comprehensive digital marketing strategies that are aligned with business objectives, ensuring a seamless integration between digital initiatives and overall corporate goals.
2. Advanced Analytics and Data Interpretation: Equipping participants with the skills to analyze digital marketing data, interpret insights accurately, and apply these insights to refine strategy and improve campaign performance.
3. Content Marketing and SEO: Exploring advanced techniques in content creation, distribution, and optimization to enhance search engine visibility and user engagement.
4. Social Media and Influencer Marketing: Leveraging the latest trends and tools in social media to build brand presence, engage with target audiences, and collaborate with influencers effectively.
5. Digital Advertising and ROI: Techniques for managing sophisticated digital advertising campaigns across multiple platforms, focusing on maximizing returns through precise targeting and optimization.
6. Marketing in the Metaverse, AR, and VR: An exploration of emerging digital landscapes, including the Metaverse, and how augmented reality (AR) and virtual reality (VR) are reshaping the way brands engage with consumers. This theme covers strategic approaches to immersive environments, understanding user behavior in these spaces, and leveraging advanced technologies for innovative marketing campaigns.
7. Leveraging Advanced Technologies in Digital Marketing: Insight into how artificial intelligence (AI), machine learning, and blockchain can be utilized to automate processes, personalize customer experiences, and ensure transparency in digital marketing efforts.
8. Ethics and Compliance in the Digital Age: Understanding the ethical considerations and regulatory compliance necessary in digital marketing to ensure brand integrity and consumer trust.

These themes are carefully chosen to provide participants with a broad and deep understanding of current and emerging digital marketing strategies and technologies, with a particular focus on mastering strategic planning within the dynamic digital environment. The inclusion of cutting-edge topics like marketing in the Metaverse, AR, and VR ensures that participants are well-prepared to lead their organizations in exploring new digital frontiers.



Participants Profile:

This programme is designed for professionals with a minimum of three years of experience in digital marketing. Ideal participants are those looking to enhance their strategic and leadership skills to advance their careers, including:

- Digital Marketing Managers
- Senior Digital Marketing Executives
- Marketing Directors
- Social Media Managers
- Content Marketing Leaders
- Digital Advertising Specialists
- SEO and SEM Professionals

Pedagogy:

The pedagogy combines lectures, case studies, group discussions, workshops, and guest speaker sessions to provide a comprehensive learning experience. Participants will engage in hands-on projects to apply what they've learned, participate in simulations to understand real-world applications, and receive personalized feedback to foster growth and development. Networking opportunities will also be a key component, allowing participants to connect with peers and industry leaders.

Tentative Schedule:

Day 1

- The Digital Landscape
- Digital Marketing for Performance and Growth
- Paid Advertising

Day 2

- Content Strategy, Social Media Marketing, and Social Listening at the Strategic Level
- Social Network Analysis

Day 3

- Leveraging Data for Strategic Decisions: Advanced Analytics and Attribution Modeling
- Integrating Machine Learning into Digital Marketing Decisions

Day 4

- Marketing in the Metaverse, AR, VR, and Leveraging Emerging Technologies
- Scoping into the Future

Facilitator:



Prof. Dharun Kasilingam
Assistant Professor,
Marketing Management

Programme Fee:

Residential
Rs. 100000
GST @ 18%

Non-Residential
Rs. 90000
GST @ 18%

Discount will be available for IIMK Alumni & Corporate nominations (in group)

Cancellation Policy:

Joining instructions will be sent to the selected candidates10 days prior to the start of the programme. Kindly do not make your travel plans unless you receive the confirmation email from IIM Kozhikode. If the programme is cancelled, the participants or the sponsoring organization will have the option to either get the fee paid by them adjusted against any other future management development programme(s) of the Institute or get a refund. IIM Kozhikode will not be liable for any other expenses incurred by the organization or the participant. Also the transaction fee will not be refunded.

Management Development Programme
IIMK Campus P. O.,
Kozhikode 673 570, Kerala, India

email:mdp@iimk.ac.in

+91-(495)-2809558
+91-(495)-2809549