DECISION SUPPORT FRAMEWORK FOR MANAGERIAL DECISION MAKING

1. INTRODUCTION

Digital Marketing is the promotion of offerings using all forms of digital media to reach the target segments. Although these channels of promotion include a variety of channels and media, today digital marketing is synchronously connected with marketing using the web or internet. The focus of this programme is on digital marketing by harnessing the power of the web, leveraging which zillions of web-based ventures are sprouting up every day, especially in the West, and creating value with the minimal capital expenditure. Now, digital marketing can be of “Push” or “Pull” type. Today, web ventures are moving away from the “Push” strategies to the “Pull” strategies through Search Engine Optimization (SEO) because of its cost effectiveness and long term benefits. SEO is the process of improving the visibility of web-based offerings in a search engine's un-paid search results to ensure greater visibility, brand building and targeted traffic from the web and greater revenue generation from sales conversion. The participants of this programme would be exposed to the strategies and critical management issues centred around digital marketing and SEO tactics.

2. OBJECTIVES

This programme aims to provide a platform for

- Developing a detailed understanding of digital marketing theories and application
- Start a web-based venture successfully through strategic roadmap development and subsequently implementation of plans.
- Leveraging Web Analytics for boosting revenue.
- In-depth understanding of the Search Engine Optimization process.

3. CONTENT

Topical Coverage:

- How to start off a web-based venture, including starting a website.
- How to use Web Analytics for attracting customer.
- Search Engine Optimization using Google.
4. WHO SHOULD ATTEND?

The course is designed for mid-level and senior level management executives who need to evaluate or make decisions based on both qualitative and quantitative data. The course would be extremely helpful for managers who have to deal with a great deal of imprecise information and subjective decision making challenges, in their Business-as-Usual deliverables.

5. METHODOLOGY

The programme adopts a mixed methodology approach by using lectures and exercises predominantly, while case studies would also be used to explain the real life applications of the decision support models.

6. PROGRAM COORDINATOR

Dr. Arpan Kumar Kar

7. VENUE

IIM Rohtak Campus, Rohtak (NCR Region of Delhi)

8. DURATION

Three Days (October 24-26, 2013)