



भारतीय प्रबंध संस्थान बेंगलूर
INDIAN INSTITUTE OF MANAGEMENT
BANGALORE

Digital Marketing for Business Growth

October 23 – 27, 2017

Programme Director: Seema Gupta

Venue: Central Pergola

Day & Date	Session - 1	Session – 2	Session – 3	Session – 4	Session - 5
	09.00-10.15	10.30-11.45	12.00-13.15	14.15-15.30	15.45-17.00
Monday 23 October 2017	Introduction (Seema Gupta)	Display Advertising (Seema Gupta)			YouTube and Gmail Advertising (Seema Gupta)
Tuesday 24 October 2017	Search Engine Advertising (Seema Gupta)			Mobile Marketing (Siddhesh Joglekar)	
Wednesday 25 October 2017	Optimizing Advertising (Seema Gupta)	Social Media Strategy (Seema Gupta)	Facebook Marketing (Seema Gupta)	LinkedIn Marketing (Seema Gupta)	Web Analytics (Seema Gupta)
Thursday 26 October 2017	Digital PR (Hitesh Motwani)	Influencer Marketing (Hitesh Motwani)	Twitter Marketing (Hitesh Motwani)	Social Media in Action (Seema Gupta)	
Friday 27 October 2017	Digital Analytics (Nalini Guhesh)	Search Engine Optimization (Seema Gupta)		Budget Allocation & Strategy (Seema Gupta)	

Note:

✓ **Session Breaks:** 10.15-10.30, 11.45-12.00, 15.45-16.00 **Lunch:** 13.15-14.30

Programme Administrator: Mr. Rex Wilson (Contact No: 080 26993053) Email: rex.wilson@iimb.ac.in

