Institute of
**Management Technology**
Ghaziabad, Delhi NCR

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# DM&CI

## DIGITAL MARKETING &
## CONSUMER INSIGHTS

IMT

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We have seen dramatic changes in the last one decade in how consumers learn about companies and bands; purchase products and services. Patronizing a restaurant, watching a movie, buying an air-ticket or leasing a consumer product, we are seeing this trend everywhere. If digital technology led business disruption is behind this, what took the worst hit is customer loyalty- a steady erosion of customer base, which Gartner terms as an onset of switching economy! The shift in consumer expectation has made it increasingly difficult for brands to keep up and stay relevant. The 'one size fits all' marketing approach no longer holds good. Who wants to surf the web and be shown an ad for a product they just bought?

In today's platform economy, customers use multiple devices, multiple operating systems and they expect a seamless experience with a brand across all platforms. With billions of internet-of-things or smart devices getting connected to our digital space, this age is also termed by many as an API (Application Program Interface) age! So, as the saying goes, Data is the new oil, enabling brands to be responsive to their audience on real-time, with highly relevant message on the right platform to create a contextual experience right content to the right person at the right place and at the right moment! Target audience today is replaced with target context. Who we sell to in demographic terms is perhaps less important today than the moments at which our target audience is prepared to do something. Welcome to the Contextual Marketing! We are perhaps one of the very few B-Schools globallyto have introduced a subject on Contextual Marketing and set up a Real Time Contextual Marketing Lab to enable research and learning in this space.

Whether B2C or B2B,modern buying, selling, influencing, shaping and sharing opinions about products and services are all heavily enabled by digital technology. Buyers leave their digital footprints everywhere while that marketers expectantly drop messaging crumbs on the way to seek insights to understand their online buying behavior better and respond to them with great deal of personalization.

Our DM&CI specialisationseeks to provide a deep understanding of all aspects of Digital Marketing & Analytics, skilling our students on data driven decision making tocreate a Hyper-personalized, omni-channel customer experience in today's 'experience economy'.

> "
> THE KEY QUESTION IS NOT WHETHER TO DEPLOY INTERNET TECHNOLOGY – COMPANIES HAVE NO CHOICE IF THEY WANT TO STAY COMPETITIVE – BUT HOW TO DEPLOY IT.
>
> **- Michael Porter**

**At IMT, we teach "how to deploy it ".**

## Course Description

This specialization will have six subjects as follows:

- Search Engine, Display and Programmatic Marketing

- Integrated Digital Campaign

- Social Media Management and Context Marketing

- Mobile Marketing and Analytics

- Online Analytics

- Data Preprocessing and visualization

As a part of the specialization, participants will be expected to complete Google Ad Words and Google Analytics certifications besides working on a variety of DM tools. Participants develop a good grasp of online analytics at the Analytics and RTCM Labs. The OAN & DPV course outline is specially crafted to enable the participants of DM&CI specialization with skills for data driven marketing decision making. Candidates completing certain criteria will also receive RTCM certificate from the lab. We have carefully crafted the modules of this program that are unmatched by any institute globally offering a DM specialization. The best in class faculty with a perfect blend of corporate and academic input aim at creating a superior learning experience for the participants. (outline is shared later)

## Pedagogy

The course is delivered through a fusion of lectures, real life exercises, hands-on practice on select DM&CI tools and by discussing DM cases from Harvard Business Publishing in the classroom. A total of 16 sessions, 1 hour 15 minutes each, are conducted per subject. Students spend a considerable time at the RTCM Lab for practice and work on live campaign using various proprietary and open source digital marketing tools.

## Learning Objectives

By the end of the course, participants will be left with a good grasp of changing paradigm in data driven marketing and how to use various DM and analytics tools to generate useful customer insights and activate DM campaigns accordingly, ensuring a high marketing RoI for the stakeholders.The students will develop the following capabilities:

### Digital Marketing Strategy

- Understand and evaluate an appropriate Digital Business Model for the enterprise
- Implementing enterprise wide social platform
- Managing customer journey / experience to create loyalty loop
- DM for key account management
- Building content strategy across social channels
- Digital media planning
- Mobile marketing strategy

### Digital Marketing and personalisation

- Market basket analysis
- Building recommendation engines
- Proximity marketing / Geo-targeting campaign
- Hyper-personalisation of marketing campaign
- Omni-channel experience across domains

### Digital Marketing for campaign management

- SEO, PPC, Social Media, Email and Display advertising
- Email marketing and marketing automation
- CRM strategy, integrating with DM
- Data and analytics driven integrated campaign management
- In-bound marketing
- Retargeting and Programmatic marketing
- Managing website traffic and UI/UX

### Digital Marketing and Society

- Online reputation management
- DM response to crisis management
- Social community management
- Video and viral marketing

# Our Faculty-

We have the best in class faculty with exceptional industry and academic accomplishments, drawn from tier-1 companies and premier institutes in the country

## Prof. Asit K. Barma

Professor of Marketing Area and Domain Chair–DM & CI, Asit is a traditional and digital marketing professional with 30 years of industry experience. An IIT-Madras and IIM-Ahmedabad alumnus, and a national scholarship awardee, his PhD thesis is on open source CRM. He has architected the making of several successful corporate brands and received recognitions from global industry analysts. He brings a rich corporate experience being in the senior leadership position of many organizations like ValueLabs, Hinduja Tech Ltd, Tech Mahindra, Kumaran Systems and TCS. He is credited with building a global social media command centre for a global tier-1 Auto major besides consulting several corporates around the globe.

On the board of multiple national and international industry bodies, Asit builds strong relationships with stakeholders in varied business ecosystems, having been instrumental in guiding CII, FICCI-Tamil Nadu State Council, NASSCOM and the Society of Automotive Engineers (SAE) in preparing several key concept notes and policy recommendations. Asit has been the editor of SAE international & SAE India publication 'Mobility Engineering' for the past four years.

## Prof. Kalyan Sengupta

Dr. Sengupta brings with him a vast experience of over 3 decades in industry and Academics. From an industry standpoint, he has delivered training in many private and public organizations, including DRDO. He has served at RCC, Jadavpur University; IISWBM, Calcutta University; IBS, Consulting Engineering Services in the past and worked as Professor and Head of Computer Department at IISWBM, Kolkata.

Dr. Sengupta holds a Ph.D. from Calcutta University, MSc (Engineering) and BSc (Engineering) from Warwick University. He has published more than 10 Research Papers in past few years and his areas of interests include Business Analytics, Research Methodology, Data Science and NLP.

## Prof. Abhishek

Prof. Abhishek has done his Fellow Program in Management from IIM-A and Post Graduate Diploma in Management from Institute of Rural Management, Anand (IRMA). Currently an Associate Professor at IMT Ghaziabad, he was an Assistant Professor at IIM Ahmedabad from June 2011 – December 2016.

Prof. Abhishek has 15+ years of experience in working, researching and teaching in the marketing domain. His current research work looks at advertising issues with public policy implications and role of technology in marketing communications.

## Mr. Rajesh Kumar (Visiting Faculty)

CEO of IdeaCopter, a marketing enabler for startups, offering branding services from inception stage to creation of digital marketing assets, marketing technology solutions and campaigns.

A B.Tech (Mechanical Engineering) from Vinoba Bhave University and PGDM from IMT Ghaziabad (1996-98), Rajesh is now pursuing his Ph.D. from IIT Madras. His close to two decades of industry experience is dotted with many achievements include facilitating creation of iREVUE brand for a SAP Award-winning smartphone-based application for vehicle inspection, it's positioning and the preparation of future roadmap (SAP Award 2012), creation of a new service offering brand SMARTANA built around SAP's HANA platform for call centers to help them up-sell to call-in and call-out customers. (Won SAP HANA Award in 2015), Created Google's G Suite based intranet for within the company communication, Developing a dashboard to measure effectiveness and directional control of PR activities, initiating joint projects with Salesforce and Adobe on new technology areas

## Mr. Anjan Prasad (Visiting Faculty)

Head of Digital Marketing, Art of living and former Director - Digital at Mindshare (GroupM) An MBA from IIFT, New Delhi, Mr.Anjan has a rich experience of more than seven years in digital strategy/planning, consulting, execution and managing digital marketing projects at national and global level, leading a team of 30 plus team.

He is experienced on 20+ major digital advertising channels using 25+ strategy/planning and execution tools. He also played a Key role in creating many world-class digital marketing/analytics tools.

## Dr. Tuhin Chatterjee (Visiting Faculty)

Dr. Tuhin Chattopadhyay is an Artificial Intelligence & Business Analytics Advisor.

He brings in rich experience in DM analytics and DM business models to the class. Dr. Tuhin Chattopadhyay is an eminent business analytics and data science thought leader among both the academic and corporate fraternity of analytics. He was awarded Analytics and Insight Leader of the Year in 2017 by KamiKaze B2B Media and was featured in India's Top 10 Data Scientists – 2016 by Analytics India Magazine. Currently, being a seasoned professional in the analytics industry, Tuhin works as Associate Director at The Nielsen Company and is responsible for providing full suite of advanced analytics consultancy services to meet the evolving needs of the industry.

## Dr. Santosh Patra

He has a Ph.D.(JNU) and M.A. (Sociology) from Utkal University, Odisha Prior to joining IMT, he was working with MICA and he specializes in the following courses Business of Media & Entertainment Industry (BMEI), Introduction to Media and Society (IMS) , Social Sciences and Communications (SSC), Media Agenda Setting (MAS), Theories of Political Economy (TPE), Introduction to Sociology (IS), Nation and Nationalism (NN)

## Mr. Sumanjit Das (Faculty Associate- RTCML)

Sumanjit Das, B.E (Electronics) from DKTE Textile and Engineering Institute, Shivaji University and an MBA from ICFAI Business School. Having topped his batch he went on to have a career in Sales and marketing for 12 years in various senior positions in the companies like Kotak and DHFL.

He was a visiting faculty with Amity, IIPM, GRNE University, NIILM Business School and Bangalore University between 2006- 14. Currently pursuing his Ph.D. from ICFAI University.

## Some of the projects delivered by our students:

| S. No. | Title |
|---|---|
| 1 | Viral Marketing strategy for a fun-based mobile application introduced in Indian Market |
| 2 | Analysis of Social Media Marketing Performance of a Healthcare Organization |
| 3 | Digital Marketing Strategy: Building Brands Online |
| 4 | A Digital Marketing plan for a Retail Bank based on Market Basket Analysis |
| 5 | Designing a 360 Degree Digital Marketing Plan for Airbeat - Electronic Dance and Music Festival |
| 6 | Digital Marketing and Social Media Management at Bewakoof Brands Pvt. Ltd. |
| 7 | Mapping, measuring and analysing the Social Media Marketing (SMM) of a leading Pharmaceutical Company |
| 8 | Leveraging Content Marketing on the Digital Platform in a Men's Grooming Start-up at Helios Lifestyle Pvt.Ltd. |
| 9 | Launching a Digital Marketing Campaign for bumper.com across Delhi NCR and improving SEO ranking of AutoNinja website and YouTube channel of Unbox Technologies Pvt. Ltd. |
| 10 | Consumer research for factors affecting the buying behaviour of personal and beauty care products |
| 11 | Ways to enhance Social Media Marketing RoI |
| 12 | Migration of legacy systems to everything-as-a-service (XaaS): the business imperatives for corporations (Deloitte Digital) |
| 13 | Planning a Digital Marketing Campaign to launch a new Car |
| 14 | Understanding the Consumer Journey to formulate Brand Strategy for a Luxury hotel |
| 15 | Evaluating Digital PR as an alternative to advertising for a Celebrity Dressing brand |
| 16 | Digital Marketing strategy to generate leads for a B2B service company |

## Skill Set

**Analytics Tool :** SPSS, R, Tableau, NVivo

**Digital Marketing tools :** Salesforce Marketing Cloud (Social Studio / Radian 6), Brand 360, Hootsuite, Mautic, Mailchimp, SendInBlue, Sugar CRM, Google AdWords, Google Analytics

**Industry Insights Platforms :** Bloomberg, comScore, IRS, BARC

**Key Business Processes:** Market Basket Analysis, Building Recommendation Engines, Digital Media Planning, Programmatic Marketing

## Our resources

We have a very rich resource pool in our students who work closely with the faculty to deliver projects and undertake consulting engagement with industry. The team includes DM&CI students who are in their second year of PGDM with specialization in digital marketing and a group of first-year PGDM students with great interest and passion in the DM&CI domain under eminent supervision.

## DM&CI COMMITTEE



Sarthak Kumar



Achyut Goel



Arpita Singh



Amit Singh



Drishti Mittal



Chandraswami Nagar



Tapas Kant Tiwari



Mrigank Derhgawen



Prasang Pirodia

# Course Outline of the six subjects offered under DM&CI specialization

## I. Search Engine, Display and Programmatic Marketing (SEM)

| Session No. | Session Title |
|---|---|
| 1 | 4Ps in Digital Marketing, Branding in the digital age |
| 2 | The new Consumer Decision Journey Management Case: Competing on Customer Journeys |
| 3 | Content Marketing |
| 4 | User Experience Design |
| 5-6 | Overview of various CMS platforms, Web Development and Design using Wordpress |
| 7 | Search Engine Optimisation and Search Advertising |
| 8 | Online Advertising eco-system and Online Display Advertising* |
| 9-10 | Web Performance Analysis tools |
| 11-12 | In-bound Marketing and Web 2.0 |
| 13-15 | Programmatic Marketing |
| 16 | Making of winning brands through digital marketing |

## II. Integrated Digital Media Campaign (IDM)

| Session No. | Session Title |
|---|---|
| 1 | Integrated Digital Media campaign framework |
| 2-3 | E-mail marketing using MailChimp |
| 4-5 | Marketing Automation using Mautic, SendInBlue |
| 6-7 | CRM application in Digital Marketing using SugarCRM |
| 8 | CRM- Marketing Automation integration |
| 9-10 | Media Planning for Digital Media |
| 11 | Proximity / Hyperlocal Marketing |
| 12 | Video Marketing/ Viral Marketing |
| 13-14 | Google Analytics* |
| 15-16 | Creating hyper-personalisation experience |

## III. Social Media Management and Context Marketing (SMM)

| Session No. | Session Title |
|---|---|
| 1 | Social Media Management |
| 2 | Digital Media and Society |
| 3 | Context Marketing and RTCM framework |
| 4 | RoI in Social Media / Social Analytics |
| 5-7 | Voice of Customer, Audience Sentiment Analysis (With Radian 6/ Woorank, Brand 360) for social listening, social media management, online reputation management and influencer management |
| 8 | Digital Marketing in key account management |
| 9-10 | Website-mining and personalization |
| 11 | Digital Landscape Analysis, Digital Data Literacy |
| 12-13 | Digital Analytics. Conversion Analytics - Decision Tree, Neural Networking (MLP & RBF), Logistic Regression |
| 14-16 | Multi-Touch Attribution (MTA) Model - Markov Chain Monte Carlo (MCMC), Survival Analysis, Shapley Value |

## IV. Mobile Marketing and Analytics (MMA)

| Session No. | Session Title |
|---|---|
| 1 | Mobile Marketing Overview<br>"Planning and Implementing Effective Mobile Marketing Programs" |
| 2 | Mobile Marketing Formats and Targeting – Traditional Formats |
| 3 | Mobile Marketing Formats and Targeting – IVRS and QR |
| 4 | Mobile Marketing Formats and Targeting – Augmented Reality and Mobile Apps |
| 5 | Application of Mobile Messaging Apps |
| 6-7 | Application of Mobile Marketing Formats in Government Service Delivery |
| 8 | Mobile and Shopping |
| 9 | Advertising and Promotions using Mobile Phones |
| 10-11 | Mobile Payments |
| 12-14 | Mobile Analytics |
| 15 | Mobile Future: 2016 Mobile and App Marketing Trends |
| 16 | Project Presentations |

## V. Online Analytics (OAN)

| Session No. | Session Title |
|---|---|
| 1 | Scope of Online Analytics in Marketing, Knowledge Derivation of Data (KDD). |
| 2 | Use of R Studio as an Analytics tool, Basic introduction, data types, datasets, libraries and functions, inputs and outputs. |
| 3 | Pre-processing of business data, missing values, standardization, outliers, sorting and filtering, date conversions, generating new variables. |
| 4 | Visualization with R, Basic charts and graphs, GGPlot, understanding and interpretation of visuals. |
| 5 | Case of a Text Data Mining to understand Market Structure of Smart Phones. |
| 6-7 | Data Corpus, Documents and Terms, TDM extraction, Term frequency, TFIDF, Extracting and handling web data, web scraping in R, cleaning procedures, building word clouds and interpretations. |
| 8-9 | Word Clustering, LSA, Sentiment analysis, interpretations and usage. |
| 10-11 | Recommendation systems using R Studio. |
| 12 | Machine Learning Concepts, Predictive Modelling – case of customer churning. |
| 13 | Association Models and Market Basket Analysis in Retail |
| 14-15 | Application of Neural Network Model in prediction of Housing Price. |
| 14-15 | Project presentation |

## VI. Data Pre-processing and Visualization (DPV)

| Session No. | Session Title |
|---|---|
| 1 | Scope of Online Analytics in Marketing, Knowledge Derivation of Data (KDD). |
| 2-3 | Pre-processing of business data, missing values, standardization, outliers, sorting and filtering, date conversions, generating new variables. Use of SPSS. |
| 4 | How can I tell stories from data? Case of a customer dataset by applying quick graphs in SPSS. |
| 5 | R and R-Studio, getting started |
| 6-8 | Visualization with R, Basic charts and graphs, GGPlot, More advanced graphics, understanding and interpretation of visuals. |
| 9 | Tableau software – getting started. |
| 10 | Creating quick pivot tables and charts. Using maps for charting. |
| 11 | Drill down hierarchies, sorting and groups. |
| 12 | Building dashboards with multiple sheets, formatting of Dashboards. |
| 13 | Filtering of data, Filter shelf and Interactive Filters. |
| 14 | Handling Dates in Tableau, use of hierarchy, making discrete and continuous charts, Trend lines and forecasts. |
| 15 | Building story –points in Tableau. |
| 16 | Project presentation |

## Our participants are exposed to the following tools:



We have also introduced applying new technology platform for program delivery. We have partnered with UpGrad to provide One-year Post Graduate Program in Sales and Digital Marketing with effect from March 2018.



## About IMT:

Established in 1980, Institute of Management Technology, Ghaziabad (IMTG) is India's premier AACSB accredited management school with a distinct focus on grooming leadership through Innovation, Execution and Social Responsibility. An autonomous, not–for–profit institute, offering highly sought after postgraduate programmes over the past more than three–and–a–half decades, IMTG currently offers four AICTE approved programmes – Post Graduate Diploma in Management (PGDM) Full Time, PGDM Executive, PGDM Part Time, and PGDM Dual Country Programme (DCP). While the first three programmes are offered at the IMTG campus in Ghaziabad, Delhi NCR, India, the PGDM DCP is offered in collaboration with the IMT Dubai campus.

IMTG has been consistently ranked among the top management institutes of the country. Today, it is the proud alma mater of more than 300 C–suite executives and thousands of professionals serving in leadership positions in the best known organisations in India and around the world, in key business functions of Sales, Operations, Human Resources, Consulting, Information Technology, Marketing, and Finance among others.

IMT constantly encourages its student to work on building IP/solutions and makes significant investment to enable this process. A few IPs/ solutions developed include:

Proximity/hyper-local marketing; Box office performance prediction through audience sentiment analysis; Omni channel experience frameworks; Hyper personalization framework.

## RTCML framework:
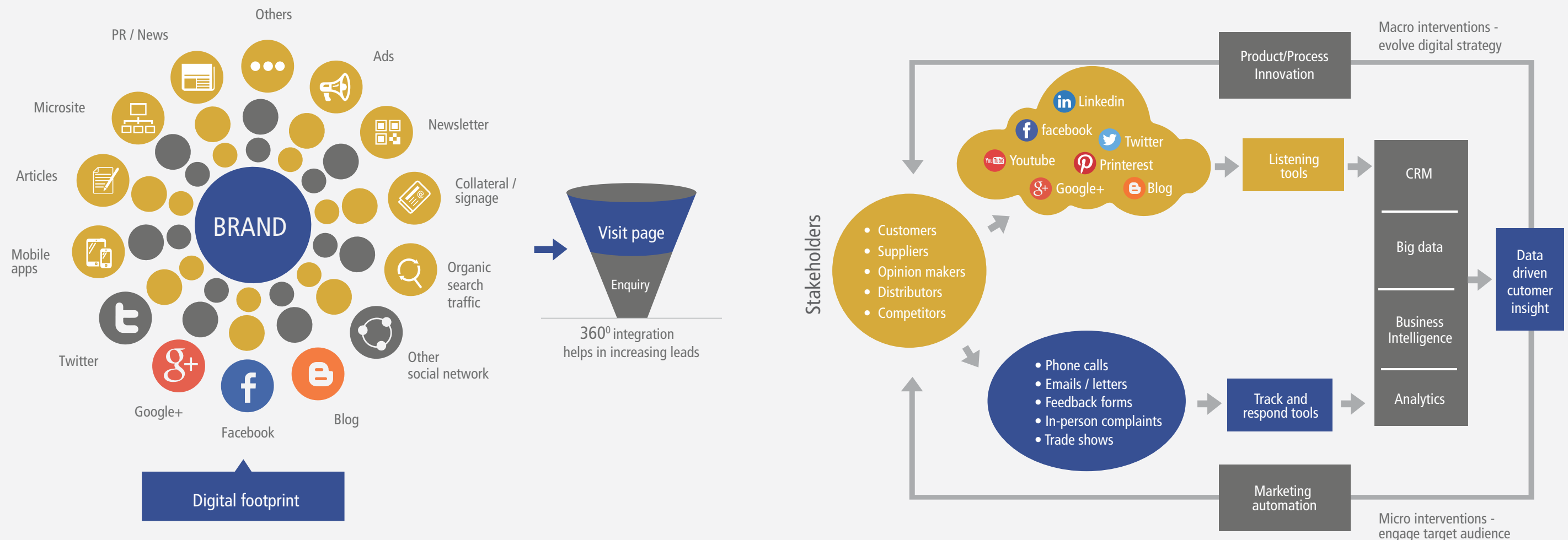


IMT Ghaziabad has conceived this Real Time Contextual Marketing Lab (RTCML) framework to integrate online & offline sentiments of stakeholders. This framework encompasses various proprietary & open source tools for audience sentiment measurement, offline track & response, CRM, analytics & marketing automation. RTCML seeks to draw meaningful insights for products / process innovation & constant engagement with the target audience.

# Advantage IMT

1. Experiential learning: learn from the senior industry practitioners who have done it, been there besides other faculties with outstanding academic credentials

2. Learn how to create live campaign, work on several proprietary and open source tools

3. Real Time Contextual Marketing Lab, opportunity to build IP, new age solutions

4. Globally unmatched course architecture to win in today's experience economy

5. 300+ IMT CMO network

6. IMT constantly invests in building new technology labs to support its academic programmes. The Real Time Contextual Marketing Lab, Media Lab, Finance Lab (with 12 Bloomberg terminals), Analytics and IT Labs provide hands on experience to the future managers of India Inc.

# Life at IMT

IMT is the place where the 'Sun never sets'. You can see students involved in their work round the clock. Right from morning students have a fully engaged schedule for the day. One of the Institute's most distinctive characteristics is its closely knit and integrated residential community.

The diversity of options inside IMT's classrooms is mirrored by the spectrum of opportunities outside the class. These activities form a valuable part of the training at IMT.

IMT students are consistently shining in different B-school competitions. This year IMT students were adjudged National Champions at the Grand Finale of the Mahindra War Room, Season 10.

They presented a disruptive solution on 'Doubling the Farmers' income by 2022' through Agri-Tourism There are a total of 35 committees, which make the experience inside IMT worth living.