



AMITY
UNIVERSITY

AMITY BUSINESS SCHOOL



Batch Starts

11th November 2022

Presents

Executive Development Program On DIGITAL MARKETING & ECOMMERCE

**A pathway to success in the
Digital World**

In Association with



A LITTLE BIT OF HISTORY



A mity sets the benchmarks of the global education with a system that matches the best of practices, theories, resources and standards all over the world.

RANKED AMONGST THE
TOP 3%
UNIVERSITIES GLOBALLY

ASIA'S ONLY UNIVERSITY WITH THE
HIGHEST US AND UK
ACCREDITATION

RANKED INDIA'S #1
NOT-FOR-PROFIT PVT. UNIVERSITY
FOR SIX YEARS BY INDIA TODAY



A LITTLE BIT OF HISTORY | **tbs**

TBS Digital Marketing Institute is an initiative by The Brand Saloon a premier Digital Marketing Agency, established in the year 2007.



AWARDED AS THE
**BEST DIGITAL MARKETING
INSTITUTE IN INDIA - 2015**



AWARDED AS TOP 10
**CORPORATE TRAINING
INSTITUTES IN INDIA - 2019**



AWARDED AS THE
**BEST DIGITAL MARKETING
INSTITUTE IN MUMBAI - 2021**



15000+
PROFESSIONALS TRAINED



100+
CORPORATE TRAININGS



10+
YEARS OF EXPERIENCE

GOOGLE PARTNER
AGENCY



PROGRAM BRIEF

The “New Dynamic Economy” has opened doors to the creation of new uses, new customers, and new expectations. Companies are forced to leverage the components of the “New Economy” if they want to make a mark in the market. And the only solution to do so is to adopt the Digital Revolution!

To be a part of the digital world, companies need to develop new digital strategies, innovate, and transform their organization. They need to reconsider their mode of operations and make use of digital channels for marketing, communication, sales, advertising, and distribution.

The digital revolution has changed the dynamics of job profiles and how work is done today. The Executive Development Program On Digital Marketing & E-commerce will surely prepare the candidates to deal, transform, and sustain the constant digital transformation.

THE EXECUTIVE DEVELOPMENT PROGRAM ON DIGITAL MARKETING & E-COMMERCE IS DESIGNED TO PROVIDE CANDIDATES WITH THE MANAGERIAL AND ANALYTICAL SKILLS THAT COMPANIES EXPECT TO PERFORM IN THE DIGITAL AGE.



PROGRAM OBJECTIVE

THE PROGRAM AIMS TO:

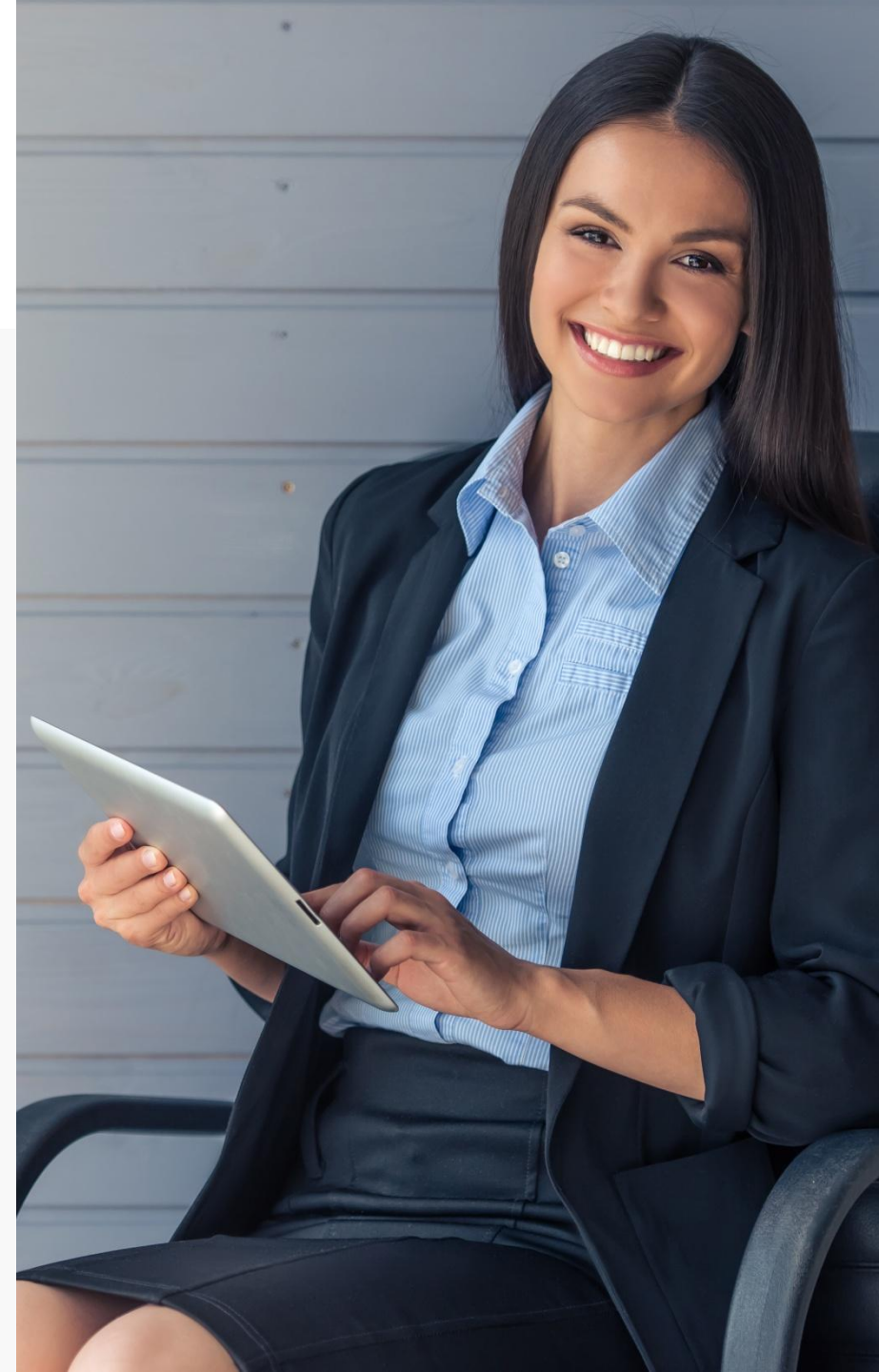
Impart the knowledge of strong strategic and operational working of various digital marketing channels like advertising, sales and communication:

- Master the art of developing unique marketing campaigns by using the latest marketing tools.
- Study in-depth materials of Digital Marketing, Social Media Marketing and E-commerce.
- Understand the new opportunities offered by the web, social media and more generally the omnichannel world .
- Prepare the candidates to face the marketing challenges of real companies by developing personal and professional skills.

LEARNING OUTCOMES:

Candidates will be able to adapt to the constantly evolving digital & professional environment with the help of following skills:

- Well-versed with digital communication tools and social media platforms.
- Mastering the platforms, models, management and dynamics of the E-Commerce business.
- Creation of effective digital advertising campaigns
- Analysing market data and understanding consumer behaviour.
- Dealing with the complexities and challenges of commercial management in the digital age through sales management and planning.



Who Should Attend?

WHO IS THE TRAINING FOR?



Graduates / Post Graduates

- ✓ Candidates wishing to embark on the digital professions as well as graduates looking to step ahead.

Traditional Marketers

- ✓ Those in traditional marketing careers who are looking to update their skill set.

Budding Entrepreneurs

- ✓ Entrepreneurs wanting to learn the concepts and techniques used to promote businesses online.

Working Professionals

- ✓ Professionals who want to strengthen, improve and seek growth in their careers, seeking access to management positions .

Marketing Managers

- ✓ Sharp and experienced marketing and business professionals who know their worth and want to communicate it to the world.

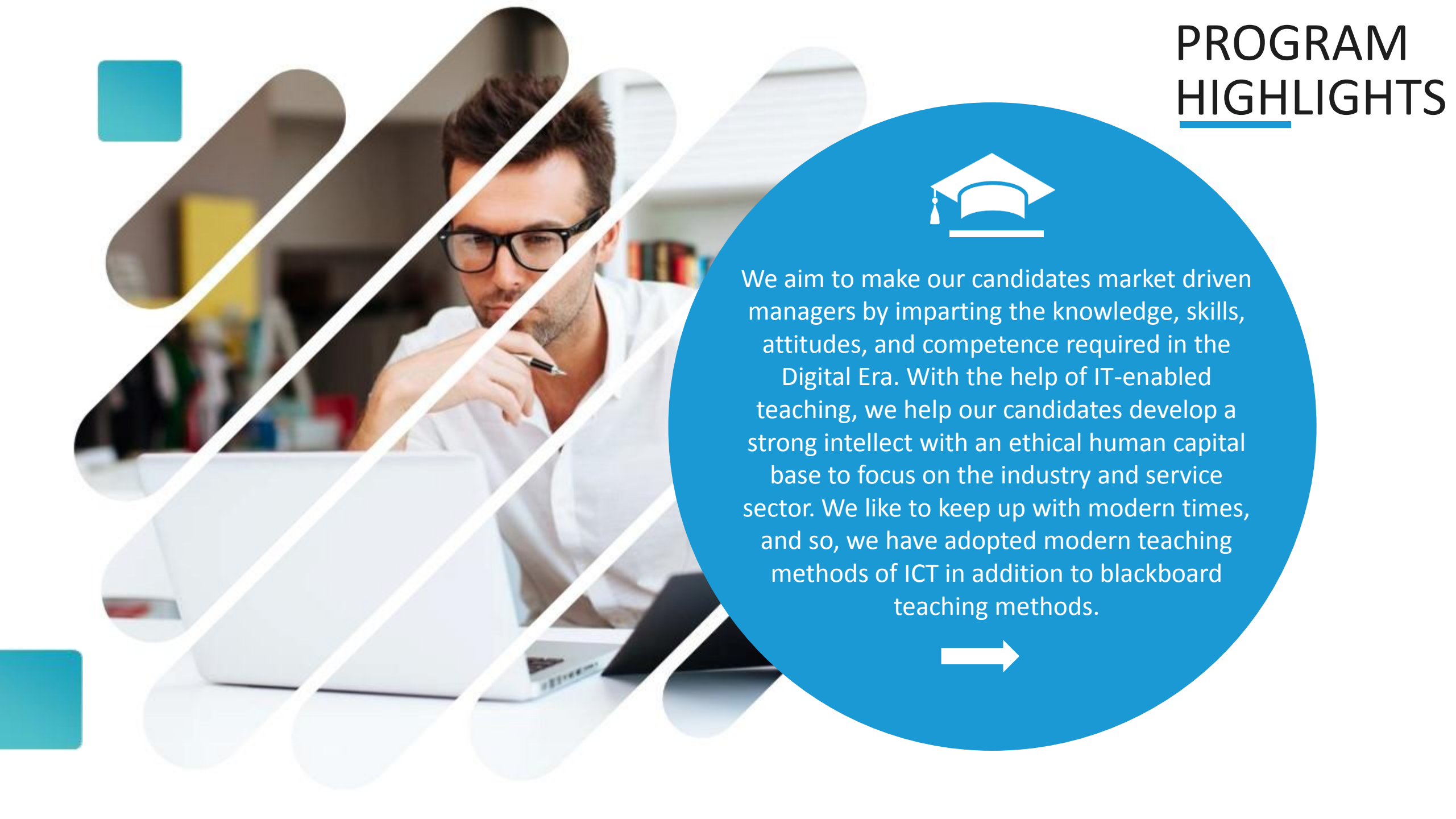
Any One with Raw Ambition

- ✓ Anyone hoping to implement an up to date digital strategy for their company. A passion for empowerment through digital marketing.

PROGRAM HIGHLIGHTS



We aim to make our candidates market driven managers by imparting the knowledge, skills, attitudes, and competence required in the Digital Era. With the help of IT-enabled teaching, we help our candidates develop a strong intellect with an ethical human capital base to focus on the industry and service sector. We like to keep up with modern times, and so, we have adopted modern teaching methods of ICT in addition to blackboard teaching methods.



COURSE STRUCTURE

Module- 1

Innovation and Digitalization of the Economy	Digital Strategy Fundamentals	Digital Tools, Technologies and Metrics	Web Project Management
Digital Marketing Landscape	Digital Marketing Strategy Research	Social Media Marketing	Website & Wordpress
Digital Communications v Traditional Communications	Segmenting, Targeting and Positioning	Search Engine Optimization	E-commerce & Dropshipping
Connecting with the Customer	Setting Strategy Objectives and KPIs	Paid Marketing / SEM	Email Marketing

Module - 2

Two day face to face practical sessions at Amity University Noida campus

COURSE STRUCTURE

Module - 3

Mobile Marketing & Media Planning	Business Strategy, Planning & Analytics	Building Leadership Competencies	Entrepreneurship & Organisational Management
Mobile Marketing	Web Analytics	Leadership Essentials	Entrepreneurship & Start-ups
Content Marketing	Data Visualization & Benchmarking	Leadership Communications	Ethics & CSR
Media Buying & Planning	Strategic Marketing Management	Thought Leadership	Human Resource Management
Affiliate Marketing	Branding & Lead Generation		

Module - 4

Two day face to face practical sessions at Amity University Noida campus (Final Project Presentation)

PROGRAM DURATION



Executive Development Program On Digital Marketing & E-commerce is a six months program that is divided into four modules. The first and third modules would be delivered online (instructor led live sessions). This would enable participants to attend the program at their convenience from their homes or offices. The second and fourth modules will be conducted as face-to-face classes at Amity University Noida campus. The durations of the campus visit would be of 2 days for module 2 and 2 days for module 4.





Program HIGHLIGHTS



Case Study Analysis is a teaching methodology where candidates are presented with a problem of the company. The candidates are expected to understand, study, and analyse the problem. They have to come up with various solutions that are to be shared with the other candidates. Based on the analysis, one will be awarded grades.



Group Discussions are a part of classroom activity where topics of interest or current issues to a particular subject can be discussed. Group discussion encourages candidates to share their opinions and knowledge. It also inculcates group behaviour, team building, and leadership skills, which are crucial in the corporate and business environment.



Presentation - A candidate's understanding of a subject is best assessed when they are able to express and present their knowledge in the right form as required by companies. candidates can improve & polish their presentation skills in the classroom through individual, group presentations, and from the feedback of the faculty.



Real-time Projects - To be fit for the future job role, candidates are asked to work on real time projects of their own interest to build and strengthen the skills required in getting the right job in the corporate industry.

OUR ALUMNI

The Alumni of TBS - Digital Marketing Institute have worked with some of the world's leading brands and companies.



facebook®



MADISON
WORLD



PlayStation®



accenture



bookmyshow



twitter

ELIGIBILITY CRITERIA

Passion. Raw ambition.

The prospective applicant must satisfy one of the following eligibility criteria for admissions to the Executive Development Program.

- A graduate degree under 10+2+3 or 10+2+4 pattern under any discipline, securing at least 50% marks in aggregate, from a recognized university.
- Candidates who have passed Bachelor/ Master degree through correspondence / Open University System from any university, recognized by law, are exempted from 10+2 pattern. The duration of the degree program must be 3 + 2 years

Important: Candidates seeking admission to Executive Development Program on Digital Marketing & E-commerce must adhere to the guidelines of eligibility prior to sending in their application forms to us. All applications which do not meet our selection criteria listed above will not be entertained. Admission is at the discretion of TBS Digital Marketing institute and Amity University.

Program Fees

(6 months – Virtual + Campus):

Rs.2,50,000/- + (Applicable Taxes)





ARE YOU READY TO LEVEL UP?

We offer a fantastic learning environment, with state-of-art facilities. You will be where the actions is!

We look forward to welcoming you!



**Not sure if your background is a fit?
Our Admission Managers are here to help.**

Call - 7738244304

[Write to us](#)

WHY

PURSUE AN Executive Development Program On Digital Marketing & E-commerce AT AMITY UNIVERSITY?

- + Expert Professors and professionals from the industry
- + International Certification
- + Emphasis on Employability
- + Individual Attention

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