



GLOCAL SCHOOL OF BUSINESS & COMMERCE

EXECUTIVE DEVELOPMENT PROGRAM ON

POST GRADUATE DIPLOMA

IN

DIGITAL MARKETING & BUSINESS ANALYTICS

2022-2023

About the Program

Our Executive Development Program on Post Graduate Diploma in Digital Marketing & Business Analytics is designed to equip professionals with the knowledge and skills required to thrive in today's dynamic business landscape. Through a blend of theoretical insights, practical case studies, and hands-on projects, participants will gain a comprehensive understanding of digital marketing strategies and business analytics techniques.

Program Benefits

- Cutting-Edge Curriculum
- Industry-Relevant Insights
- Hands-On Learning
- Business Analytics Integration
- Personalized Coaching
- Networking Opportunities
- Career Advancement

Program Features

- **Comprehensive Curriculum:** Covering essential topics such as digital marketing fundamentals, search engine optimization (SEO), social media marketing, web analytics, and data-driven decision making.
- **Industry-Relevant Insights:** Learn from experienced industry practitioners and subject matter experts who bring real-world perspectives and best practices to the classroom.
- **Hands-On Learning:** Apply theoretical concepts to real-world scenarios through interactive workshops, case studies, and simulation exercises.
- **Business Analytics Integration:** Gain proficiency in using data analytics tools and techniques to derive actionable insights and optimize marketing strategies.
- **Personalized Coaching:** Receive one-on-one guidance and feedback from industry mentors to enhance your learning experience and professional development.
- **Networking Opportunities:** Connect with a diverse group of professionals and expand your professional network through networking events, guest lectures, and industry partnerships.

Program Highlights

- **Comprehensive Curriculum:** Delve into a well-rounded curriculum covering essential topics in digital marketing and business analytics, ensuring you are equipped with the latest industry knowledge and skills.
- **Industry-Relevant Insights:** Learn from seasoned industry professionals and subject matter experts who provide real-world perspectives and best practices, enhancing your understanding of key concepts and their practical applications.
- **Hands-On Experience:** Gain practical experience through hands-on projects, case studies, and simulations, allowing you to apply theoretical concepts to real-world scenarios and develop valuable problem-solving skills.
- **Cutting-Edge Technology:** Utilize state-of-the-art tools and technologies in digital marketing and analytics, preparing you to excel in today's rapidly evolving business landscape.

- **Personalized Coaching:** Receive one-on-one guidance and feedback from experienced mentors and coaches, tailored to your specific learning needs and career aspirations.
- **Networking Opportunities:** Connect with industry professionals, alumni, and peers through networking events, workshops, and collaborative projects, expanding your professional network and fostering valuable relationships.
- **Career Advancement:** Enhance your career prospects and unlock new opportunities in digital marketing and business analytics with a recognized Post Graduate Diploma credential, positioning you as a highly skilled and sought-after professional in the field.

Eligibility Criteria

- Applicants must hold a Bachelor's degree or its equivalent from a recognized university or institution accredited by UGC/AICTE/AIU/DEB.
- A minimum of 45% marks in the undergraduate degree or a minimum of 50% marks in a Post-Graduation degree from a recognized institution is required for eligibility.
- Candidates must be currently employed or have a minimum of Two year of work experience in a Corporate, NGO, or Government Institution at the time of application.
- Proficiency in English, spoken and written is mandatory

Mode of Teaching

The Executive Development Program on Post Graduate Diploma in Digital Marketing & Business Analytics utilizes a multifaceted approach to learning, combining interactive lectures, immersive workshops, real-world case studies, and applied projects. Embracing contemporary technology for remote learning and cultivating collaborative spaces, participants engage in both theoretical exploration and practical application. Through personalized coaching and mentorship, individuals are guided to navigate the dynamic challenges of the entrepreneurial domain with confidence and competence.

Who Should Attend

This program is designed to accommodate individuals from diverse professional backgrounds and career stages who are motivated to excel in the dynamic and rapidly evolving fields of digital marketing and business analytics.

Course Outlines

Module 1: Digital Marketing Fundamentals

- Introduction to Digital Marketing
- Understanding Digital Marketing Channels
- Website Planning and Development
- Content Marketing Strategy
- Email Marketing Essentials

Module 2: Search Engine Optimization (SEO) & Content Marketing

- Fundamentals of SEO
- On-Page and Off-Page SEO Techniques
- Keyword Research and Analysis
- Content Creation and Optimization
- Link Building Strategies

Module 3: Social Media Marketing & Influencer Marketing

- Social Media Marketing Landscape
- Creating Engaging Social Media Content
- Social Media Advertising Strategies
- Influencer Marketing Campaigns
- Social Media Analytics and Insights

Module 4: Web Analytics & Conversion Rate Optimization

- Introduction to Web Analytics
- Google Analytics Fundamentals
- Setting Up and Configuring Google Analytics

- Analysing Website Performance Metrics
- Conversion Rate Optimization Techniques

Module 5: Data Analysis & Interpretation

- Introduction to Business Analytics
- Data Collection and Processing
- Data Visualization and Interpretation
- Statistical Analysis Methods
- Predictive Analytics and Machine Learning Concepts

Module 6: Marketing Strategy & Campaign Management

- Developing a Digital Marketing Strategy
- Campaign Planning and Execution
- Budgeting and Resource Allocation
- Performance Monitoring and Optimization
- Marketing Automation Tools and Techniques

Learning Outcomes

- Gain a comprehensive understanding of digital marketing concepts, channels, and strategies.
- Develop proficiency in search engine optimization techniques to improve website visibility and rankings.
- Understand the role of influencer marketing and learn how to identify, approach, and collaborate with influencers for brand promotion.
- Gain proficiency in web analytics tools, particularly Google Analytics, and learn how to set up, configure, and analyze website performance metrics.
- Analyze data from web analytics tools to identify areas for optimization and make data-driven decisions to improve website performance.
- Develop foundational knowledge in business analytics, including data collection, processing, visualization, and interpretation.
- Learn how to develop a comprehensive digital marketing strategy aligned with business objectives.

Assessment Process

The assessment of the Executive Development Program (EDP) will encompass various evaluation methods to gauge students' progress and engagement throughout the program. In addition to attendance and active participation, students will undergo periodic evaluations at the end of each module. These assessments will comprise assignments, project submissions, analysis of case studies, quizzes, and presentations. Additionally, student performance will be measured against predetermined learning objectives to ensure comprehensive understanding and application of the program's concepts and skills.

Selection Criteria

- Screening Process: Evaluation of Academic and Professional credentials.
- Interview Performance: Communication skills, leadership alignment

Program Duration

- One Year Regular Program (Weekend Classes Available)

Location

- Glocal School of Business & Commerce, Glocal University, Saharanpur, U.P.

Program Start Date

- 05th August 2022

Program Fees - 50,000 INR

Contact Details

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