

Our other  
Management Development Programmes

Sl. No.	Programme Title	Dates
1.	Building Business Intelligence from Social Media	April 24, 2017
2.	Strategic Sourcing	May 1-2, 2017
3.	Online Payment Systems and Data Security	May 5, 2017
4.	Google: Search Engine Optimization and Search Engine Marketing (SEO and SEM)	May 18-19, 2017
5.	How to Summarize and Present your Business Data	May 29, 2017
6.	Effective Purchasing Skills	June 5-6, 2017
7.	A Consultants' Tool-Kit for Solving Strategic Problems & Enhancing Business Performance	June 29-30, 2017
8.	Enhancing Managerial Effectiveness	July 3-5, 2017
9.	Finance for Non-Finance Executives	July 10-12, 2017
10.	Quality Analytics	July 17-18, 2017
11.	Applied Marketing Research Techniques	July 20-21, 2017
12.	Developing an Intrapreneurial Mindset for Effective Leadership	July 24-25, 2017
13.	Advanced Excel Training	July 27-28, 2017
14.	Problem Solving and Decision Making	August 3-4, 2017
15.	Effective Communication for Women in the Workplace	August 9-10, 2017
16.	Advanced Microsoft Excel for HR Managers	August 22-23, 2017
17.	Product Management	August 28-29, 2017
18.	Decision Making Techniques for Managers	August 30-31, 2017
19.	Effective Communication and Presentation Skills	September 4-5, 2017
20.	Project Management	September 5-6, 2017
21.	Spreadsheet Modeling for Financial Analysis	September 7-8, 2017
22.	HR Analytics and Social Media	September 11-12, 2017
23.	Effective Negotiation Skills	September 13-15, 2017
24.	Digital Marketing: Winning Concepts and Practices	September 18-19, 2017
25.	Coaching & Mentoring for Personal and Professional Success	October 9-10, 2017
26.	Written Business Communication	October 26-27, 2017
27.	Assessing Geopolitical Risks for Doing Business in Asia-Pacific Region	November 9-10, 2017
28.	Advanced Microsoft Excel for Managers	November 15-16, 2017
29.	Restructuring and Business Valuations	November 20-21, 2017
30.	Making the Supply Chain Responsive	November 23-24, 2017
31.	Nurturing the 5th Dimension of Leadership	November 27-28, 2017
32.	Superannuation Planning	December 4-5, 2017
33.	Customer Management in a Digital Marketing Space	December 7-8, 2017
34.	Enhancing Assertiveness & Positive Attitude	December 11-12, 2017
35.	Strategic CSR: From Agenda Building to Impact Measurement	December 14-15, 2017
36.	Creating Winning Sales Teams	December 18-19, 2017
37.	Foreign Exchange Risk Management	December 21-22, 2017
38.	Managerial Leadership and Team Building	January 11-12, 2018
39.	Social Media Marketing and Social Listening	January 15-16, 2018
40.	Crisis Communication	January 18-19, 2018
41.	Data Analytics: Introduction to R Software	January 24, 2018
42.	Enterprise Risk Management for Creating Risk Intelligent Organisation	February 5-6, 2018
43.	Marketing Strategies for Winning in India and Emerging Markets	February 8-9, 2018
44.	Enhancing Personal Branding - Building Your Pathway to Professional Success	February 15-16, 2018
45.	Financial Reporting as per Converged Indian Accounting Standard	March 8, 2018

**ABOUT THE INSTITUTE**

Foundation for Organisational Research and Education (FORE), a non-profit autonomous organisation, was established in 1981 as a Center for Excellence for research, consultancy, training and management education by renowned professionals of global acclaim from Government and corporate sectors. With a view to meeting the needs of professional education of excellence in Management, FORE School of Management, New Delhi under the aegis of FORE was established in 1992. FORE has been working closely with industry and academia for developing contemporary new domains of managerial thought and education and contributing to the process of building leaders in today's global business environment. FORE has been setting benchmarks in management education for the last over 25 years. This is aptly reflected in the Top rankings by leading B-Schools surveys of the country and in a recent survey conducted by CRISIL - a leading Ratings, Research, Risk and Policy Advisory Company in India - has rated FORE with A\*\*\* (the highest rating level) for the Delhi-NCR and A\*\* for the National level for both the two-year PGDM and PGDM (IBM) Programs. Located in the heart of South Delhi, FORE provides contextual learning and helps in the development of students as thinking professionals, who have the ability to meet the upcoming challenges for tomorrow's corporate leaders. The Programs offered at FORE aim at developing multiple skills including managerial decision-making, problem-solving, analytical reasoning, communications, creativity and innovation. The Institute has a Board of Directors with representatives from Government, academic institutions and industry. The Institute has also an Academic Council consisting of eminent professionals from industry, government and other academic institutions. FORE takes pride in its professional and high-quality faculty in the fields of Communications, Economics, Finance, Human Resource Management, Information Technology, International Business, Marketing, Operations and Strategy. The faculty are drawn from leading national and international institutions and industries who are engaged in extensive research and consultancy, and possess a myriad of management skills. Eminent personalities and senior corporate professionals are invited from time to time to share their experiences and discuss real world managerial practices and market opportunities and challenges.

With a sharp focus on Management Education, Management Development Programs, Consulting and Research, and with 38 full time well qualified faculty FORE stands amongst the Top Business Schools in the country.

FORE conducts MDPs to equip managers with knowledge, skills and attitudes required for effectively responding to global developments and competitive requirements. Our MDPs are designed with an appropriate blend of conceptual and experiential learning. Apart from open programs, FORE conducts customized In-Company Programmes tailored to suit organisation's needs on topics/areas specifically required by an organisation. These Management Development Programs (MDPs) are either custom-designed to suit client requirements or are offered by faculty on a specific theme to meet various client needs.

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For any other information, please contact:

**Executive Education Office**

**FORE School of Management**

Adhitam Kendra

B-18, Qutub Institutional Area, New Delhi 110016.

Phone: (011) 2685 6301 (Direct), 4124 2424-33 (Extn. 471 & 498)

Fax: (011) 2652 0509

E-mail: [exed@fsm.ac.in](mailto:exed@fsm.ac.in), Website: [www.fsm.ac.in](http://www.fsm.ac.in)

DESIGNED BY: ALPS PRINTERS

Management Development Programme  
on  
**Digital Marketing:  
Winning Concepts and Practices**

**September 18-19, 2017**

**FORE Campus, New Delhi**

Programme Director:  
**Prof. Payal S. Kapoor**



Imparting Knowledge for Exploring New Horizons

**FORE**  
FORE School of Management  
New Delhi

## INTRODUCTION

Increasing usage of Digital platforms, both by the consumer as well as marketer has altered customer-marketer-brand relationship at several points of the consumer decision journey. Digital platforms has not only got consumers connected, has allowed marketer to engage with the consumer which was not possible earlier. There is a surge in the ways digital platforms are being used regardless of the industry, domain, or location. Every business needs to understand the power of digital marketing strategies to reach to their audience and market their offerings. This program will introduce several new frameworks, case studies and applications of digital marketing strategies in different organizations.

## OBJECTIVES

- Understanding digital media vis-à-vis traditional media
- Develop understanding of user behavior on digital platforms
- Develop understanding regarding digital strategies to be adopted to reach out to customers via social media and other digital platforms
- Understand how digital backed marketing strategies can be leveraged in business - marketing communication, reputation management and customer service.
- Introduce tools and methods for digital monitoring and research

## CONTENTS

- Marketing Strategies for the Digital World
- Content marketing in the digital age
- Marketing mix of Digital Marketing
- Digital Advertising: Search and Display
- Web development, design and copy
- Search engine optimization, e-mail marketing
- Social Media Marketing: Facebook, Twitter, LinkedIn
- Web Analytics

## METHODOLOGY

The pedagogical mix for the program will be a judicious combination of lectures, interactive exercises and cases discussion for learning and conceptual understanding.

## WHO SHOULD ATTEND

The program is designed to appeal to middle to senior level marketing professionals. Brand managers/ product managers and marketing professionals involved in consumer markets will benefit the most from this program.

## DURATION & VENUE

**Dates:** September 18-19, 2017

**Venue:** FORE School of Management, B-18, Qutub Institutional Area, New Delhi 110016

## FEE

**Non-residential:** Rs. 16,000 per participant (plus GST @18%) covering professional fee, programme kit and tea/lunch.

**Residential:** Rs. 26,500 per participant (plus GST @18%) covering professional fee, programme kit and boarding and lodging (air conditioned single room) at Hotel Residency Resorts (P) Ltd./Qutab Residency, New Delhi or equivalent from **noon of September 17, 2017 till noon of September 20, 2017.**

## Discounts

- Early bird discount of Rs. 2,400 per participant for nominations received on or before September 11, 2017.
- One complimentary nomination on non-residential basis for every group of three nominations from the same organization, i.e., 3+1 participants for the fee of 3 participants.

**Fee is payable in advance by way of Local Cheque/DD in favor of "FORE School of Management" payable at New Delhi. You can also make online payment of fees by logging on to FORE website [www.fsm.ac.in/mdpcalendar\\_201718.html](http://www.fsm.ac.in/mdpcalendar_201718.html)**

## REGISTRATION

The registration form duly filled in along with the Programme fee should reach us at least 7 days before the commencement date of the Programme. You can also register & pay online by logging on to FORE website [www.fsm.ac.in/mdpcalendar\\_201718.html](http://www.fsm.ac.in/mdpcalendar_201718.html). In case of subsequent withdrawal or cancellation of registration no refund of fee will be allowed. However, substitute(s) may be permitted with prior intimation.

## CERTIFICATE OF PARTICIPATION

The Institute issues a certificate of participation on conclusion of the programme.

## FACULTY

The faculty members of the Institute will take the programme sessions, except for a few sessions that may be taken by guest speakers

## PROGRAMME DIRECTOR

**Prof. Payal S. Kapoor** is a faculty of Marketing at the FORE School of Management New Delhi. Dr. Kapoor's research is centered on understanding word-of-mouth behavior on social media. She has completed her Fellow Programme in Management from Indian Institute of Management Indore. She has six years of industry experience in the sales and marketing function. She can be reached at <payal@fsm.ac.in>.

**FORE School of Management**  
Management Development Programme

## Digital Marketing: Winning Concepts and Practices

**September 18-19, 2017**

**Registration Form**

Name: \_\_\_\_\_

Designation: \_\_\_\_\_

Organisation: \_\_\_\_\_

Office Address: \_\_\_\_\_

Phone: Office \_\_\_\_\_

Mobile: \_\_\_\_\_

Email: \_\_\_\_\_

Fax: \_\_\_\_\_

Your expectations from the Programme: \_\_\_\_\_

Residential / Non Residential \_\_\_\_\_

### Payment Options

#### Online Payment

Programme fees can be paid through credit / debit card / net banking. Please logon to FORE website [www.fsm.ac.in/mdpcalendar\\_201718.html](http://www.fsm.ac.in/mdpcalendar_201718.html) for online registration and payment.

#### Offline Payment

Programme fees can be paid through Local Cheque / DD  
If attached please give details

Local cheque / DD No. \_\_\_\_\_ Date \_\_\_\_\_ Amount \_\_\_\_\_

Signature

(Please return the completed form by post, or fax (011 2652 0509)  
or email: [exed@fsm.ac.in](mailto:exed@fsm.ac.in), to:

**Executive Education Office**  
**FORE School of Management**  
B-18, Qutub Institutional Area  
New Delhi 110 016

*Note: Please feel free to make copies of this form for additional registrations.*