

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.	Nurturing the 5th Dimension of Leadership	November 27-28, 2017
31.	Superannuation Planning	December 4-5, 2017
32.	Customer Management in a Digital Marketing Space	December 7-8, 2017
33.	Enhancing Assertiveness & Positive Attitude	December 11-12, 2017
34.	Strategic CSR: From Agenda Building to Impact Measurement	December 14-15, 2017
35.	Creating Winning Sales Teams	December 18-19, 2017
36.	Foreign Exchange Risk Management	December 21-22, 2017
37.	Managerial Leadership and Team Building	January 11-12, 2018
38.	Social Media Marketing and Social Listening	January 15-16, 2018
39.	Crisis Communication	January 18-19, 2018
40.	Data Analytics: Introduction to R Software	January 24, 2018
41.	Enterprise Risk Management for Creating Risk Intelligent Organisation	February 5-6, 2018
42.	Marketing Strategies for Winning in India and Emerging Markets	February 8-9, 2018
43.	Enhancing Personal Branding - Building Your Pathway to Professional Success	February 15-16, 2018
44.	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) Programmes. 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 Programmes, 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 programmes, FORE conducts customized In-Company Programmes tailored to suit organisation's needs on topics/areas specifically required by an organisation. These Management Development Programmes (MDPs) are either custom-designed to suit client requirements or are offered by faculty on a specific theme to meet various client needs.

For any other information, please contact:

Executive Education Office

FORE School of Management

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Management Development Programme
on

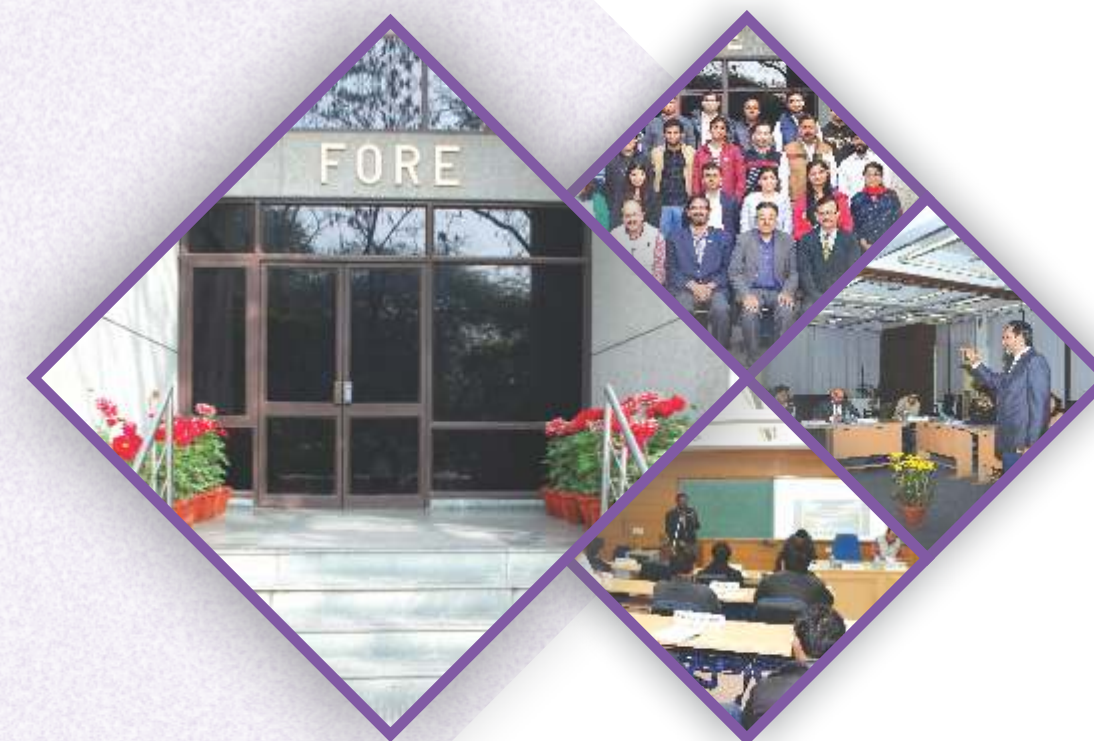
Social Media Marketing & Social Listening

January 15-16, 2018

FORE Campus, New Delhi

Programme Director:

Prof. Payal S. Kapoor



Imparting Knowledge for Exploring New Horizons **FORE School of Management**
New Delhi

INTRODUCTION

Increasing usage of Social Media is gradually altering the consumer decision journey. It enables consumers to connect and exchange brand-related information, thereby influencing the ultimate buying behavior of consumers. A single brand story can reach thousands of existing or potential customers, hence brand-related discourse and the overall sentiments associated with the brand on social media can no longer be ignored by the marketer. It not only enables productive engagement with the consumers, but also allows dialogue between the marketer and consumer, ultimately leading to greater satisfaction and display of loyalty on part of the consumer. Therefore there is a need to incorporate social media as a strategic medium for marketing and monitoring of brands.

Are marketers using social media same as traditional media to meet their communication objectives? Unlike traditional media, social media thrives on user generated content and synchronous interaction. Content is published, shared and reshared, collective knowledge of the crowds is used to make judgments. What makes some content more believable than the rest? This programme gives insights into similar such questions, shares theoretical and practical understanding on how best social media can be used in the marketing function and listen to consumer sentiments.

OBJECTIVES

- Understanding social media vis-à-vis traditional media
- Develop understanding of user behavior on social media
- Understand the strategic role of how social media can be leveraged in business - marketing communication, reputation management and customer service.
- Understand relevance of social media across product categories
- Introduce tools and methods for “Social Listening” - brand monitoring and research

CONTENTS

- Social media landscape - categories, emerging trends, distinction from traditional media, social media tools
- Social media user behavior - selective theories, cyberpsychological, network-related and interface-related features influencing user behavior
- Social media mix - strengths and weaknesses of various platforms and alternatives, best practices
- Influencer-led marketing, content marketing and viral marketing
- Social media metrics
- Other versus Marketer - product category comparison
- Social listening - quantitative research and brand monitoring through social media

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: January 15-16, 2018

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 January 14, 2018 till noon of January 17, 2018.**

Discounts

- Early bird discount of Rs. 2,400 per participant for nominations received on or before January 9, 2018.
- 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

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. 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. Prof. Kapoor's research is centered on understanding brand advocacy and 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

Social Media Marketing & Social Listening

January 15-16, 2018
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 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, 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.