

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.	Training of Trainers	May 22-24, 2017
6.	How to Summarize and Present your Business Data	May 29, 2017
7.	Effective Purchasing Skills	June 5-6, 2017
8.	A Consultants' Tool-Kit for Solving Strategic Problems & Enhancing Business Performance	June 29-30, 2017
9.	Enhancing Managerial Effectiveness	July 3-5, 2017
10.	Finance for Non-Finance Executives	July 10-12, 2017
11.	Quality Analytics	July 17-18, 2017
12.	Applied Marketing Research Techniques	July 20-21, 2017
13.	Developing an Intrapreneurial Mindset for Effective Leadership	July 24-25, 2017
14.	Advanced Excel Training	July 27-28, 2017
15.	Problem Solving and Decision Making	August 3-4, 2017
16.	Effective Communication for Women in the Workplace	August 9-10, 2017
17.	Advanced Microsoft Excel for HR Managers	August 22-23, 2017
18.	Product Management	August 28-29, 2017
19.	Decision Making Techniques for Managers	August 30-31, 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.	Effective Communication and Presentation Skills	September 21-22, 2017
26.	Coaching & Mentoring for Personal and Professional Success	October 9-10, 2017
27.	Written Business Communication	October 26-27, 2017
28.	Assessing Geopolitical Risks for Doing Business in Asia-Pacific Region	November 9-10, 2017
29.	Advanced Microsoft Excel for Managers	November 15-16, 2017
30.	Restructuring and Business Valuations	November 20-21, 2017
31.	Making the Supply Chain Responsive	November 23-24, 2017
32.	Nurturing the 5th Dimension of Leadership	November 27-28, 2017
33.	Superannuation Planning	December 4-5, 2017
34.	Customer Management in a Digital Marketing Space	December 7-8, 2017
35.	Enhancing Assertiveness & Positive Attitude	December 11-12, 2017
36.	Strategic CSR: From Agenda Building to Impact Measurement	December 14-15, 2017
37.	Creating Winning Sales Teams	December 18-19, 2017
38.	Foreign Exchange Risk Management	December 21-22, 2017
39.	Managerial Leadership and Team Building	January 11-12, 2018
40.	Social Media Marketing and Social Listening	January 15-16, 2018
41.	Crisis Communication	January 18-19, 2018
42.	Data Analytics: Introduction to R Software	January 24, 2018
43.	Enterprise Risk Management for Creating Risk Intelligent Organisation	February 5-6, 2018
44.	Marketing Strategies for Winning in India and Emerging Markets	February 8-9, 2018
45.	Enhancing Personal Branding - Building Your Pathway to Professional Success	February 15-16, 2018
46.	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.

For any other information, please contact:

MDP Office

FORE School of Management

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Management Development Programme

on

'Google: Search Engine Optimization and Search Engine Marketing (SEO and SEM)'

May 18-19, 2017

FORE Campus, New Delhi

Programme Director:

Prof. Rakhi Tripathi



DESIGNED BY: ALPS PRINTERS

Imparting Knowledge for Exploring New Horizons



**FORE School of Management
New Delhi**

INTRODUCTION

There is a need to understand the emerging digital technologies and the impacts of digital innovations on business functions, firm strategies, and policy across a number of industry verticals. SEO is the process of improving the visibility of web-based offerings in a search engine's un-paid search results to ensure greater visibility, brand building and targeted traffic from the web and greater revenue generation from sales conversion. SEM on the contrary involves promotion of websites by increasing their visibility in search engine results pages primarily through paid advertising.

OBJECTIVES

This program aims to provide an understanding of the digital strategies and critical management issues centered on Search engine optimization (SEO) and Search engine marketing (SEM).

CONTENT

- How does search engine work
- Search Engine Optimization
- Google AdWords
- Search Engine Marketing
- Google AdSense

WHO SHOULD ATTEND

The program is designed for management professionals managing online activities in an organization, and is looking forward to take these activities to the next level and leverage the power of the Web. Also, this program is for entrepreneurs who are keen to start off a venture which requires low capital expenditure and generates high returns on investment.

DURATION & VENUE

Dates: May 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 Service Tax @ 15%) covering professional fee, programme kit and tea/lunch.

Residential: Rs. 26,500 per participant (plus Service Tax @ 15%) 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 May 17, 2017 till noon of April 20, 2017.**

Discounts

- Early bird discount of Rs. 2,400 per participant for nominations received on or before May 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/man_mdpcalendar.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/man_mdpcalendar.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. Rakhi Tripathi, Assistant Professor of Information Technology and Head of 'Centre for Digital Innovation' at FORE School of Management. She is an MS in Computer Science from Bowie State University (University of Maryland System), USA and a Ph.D. from I.I.T, Delhi. She has research background of more than 10 years. She has worked on prestigious projects on Computer Networks and E-government at I.I.T. Delhi. Several research papers have been published in national as well as international reputed journals, conferences and books. Her area of Interest includes Digital Innovation & Strategies, E-government, Cloud computing, Mobile Computing, Social Media, and Web Analytics. She has been awarded the 'Best IT Professor' National Education award by Headlines Today in 2012. She can be reached at <rakhi@fsm.ac.in>.

FORE School of Management
Management Development Programme

'Google: Search Engine Optimization and Search Engine Marketing (SEO and SEM)'

May 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/man_mdpcalendar.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: mdp@fsm.ac.in, to:

MDP Office

FORE School of Management

B-18, Qutub Institutional Area
New Delhi 110 016

Note: As needed please feel free to make duplicate copies of this form for additional registration.