



INDIAN INSTITUTE OF MANAGEMENT
ROHTAK

Please find attached the group project details.

Project presentations are scheduled towards the end of the program. All groups are expected to present their projects in a 20min. presentation.

Further, if any group has any queries with regards to the project, you may share the same with me by **October 10, 2021 latest**, post which no queries shall be entertained. - neha.bhardwaj@iimrohtak.ac.in

Project – Strategic Digital Marketing & Analytics

The candidates are required to work on the following theme (in groups) for their project:

Assume yourself to be taking any of the following role:

- WHO official / WHO (any one to be identified) – **Group A**
- Serum Institute of India – **Group B**
- Ministry of Health & Family Welfare Official (MoHFW) – **Group C**
- Health Analyst – Doctor / Hospital (Specify the Hospital) – **Group D**
- News Channel / Agency – **Group E**
- NGO working towards COVID support (Identify a specific NGO for the purpose) – **Group F**

- 1.) Identify yourself with any one of the above
- 2.) Research who they are, what they do, industry / sector etc.
- 3.) Assess their digital presence and communication during the last 2 years (Covid period to be specific) - Make a detailed assessment focusing on the strategies adopted during the period
- 4.) Create a strategic plan to supplement their strategy and tactics – Analyze their digital presence and devise concrete tactics and strategies to uplift the same. Make sure the suggestions are relevant to the client, achievable and focus on Digital Marketing (and not general business goals). The analysis needs to focus on the various aspects covered during the course.
- 5.) Build a professional document / presentation:
 - a. Intro / Situation Analysis – Provide an overview of the selected role, how they performed during the Covid period in terms of their digital presence
 - b. Analysis – Conduct a thorough and detailed analysis of their existing strategies
 - Recommended Tactics & Actions - Based on your strategy section, provide relevant digital marketing suggestions for the next year. Be specific with lots of detail.
 - Make sure that your client understands what you suggest, how to do it, and provide enough information for them to carry out your plan of action in the future.
 - Include key areas covered in the course. Again, all tactics are to be related to digital marketing.
 - c. Make a schedule / timetable for the list of priorities you recommended to help with implementation