



**भारतीय प्रबंध संस्थान रोहतक**

**INDIAN INSTITUTE OF MANAGEMENT ROHTAK**

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Management City, Southern Bye Pass, NH 10, Sunaria, Rohtak, Haryana, India-124010

**Sub - Welcome to the Online Executive Education Programme in Strategic Digital Marketing & Analytics**

Dear Participants,

Greetings from IIM Rohtak!

Indian Institute of Management Rohtak welcomes you to the 50-hour online course on 'Strategic Digital Marketing & Analytics'.

As scheduled, the programme will commence on 06<sup>th</sup> August, 2023 and will culminate on 03<sup>rd</sup> December, 2023.

This program focuses on Digital – known to be the future of all marketing. The consumer today is more informed and well connected. Organizations, thus need to continuously reinvent themselves to stay relevant and offer customized experiences. The program, designed by experienced faculty at IIM Rohtak, and delivered by both academic and digital practitioners, shall offer a real-world outlook into the digital world. The program aims to offer essential as well as advanced insights into digital marketing techniques and analytics using case-studies and hands-on exercises.

We believe that this programme is going to take the participants through a unique learning experience in the coming weeks.

The Information Brochure comprising programme objectives, day-wise session schedule and faculty profile is being shared with you.

We wish you a pleasant and fruitful interactive learning experience.

Best wishes,

IIM Rohtak



भारतीय प्रबोध संस्थान

**Indian Institute of Management Rohtak**

**Online Executive Education Programme in  
Strategic Digital Marketing & Analytics**

**Executive Education**

**Faulty Incharge**  
Prof. Ankit Kesharwani



## Course Objectives

The advent of digital media channels has made the consumer more empowered. The digital consumer, is not only well connected and informed, but also wants to be engaged on its own terms. There are a plethora of media channels at the marketer's disposal, and abundance of information on each channel. However, marketers struggle to make sense of this data and draw meaningful conclusions. An end-to-end understanding of the digital marketing ecosystem and its associated best practices, is thus essential for all in the business today. Digital analytics help in devising insightful consumer strategies, making informed marketing decisions, and enhancing marketing efforts. This course shall equip managers to identify digital best practices, draw strategic and tactical insights, analyze the digital ecosystem to enable enhanced managerial decision making and business outputs.

## Pedagogy

A combination of cases, exercises, lectures, and hands-on practice using analytics tools will be used.

**Tentative Roadmap – eMDP (SDM&A- VI)**

**Time: 8.45 AM – 11.35 AM (Every Sunday & 2<sup>nd</sup> Saturday)**

S. No.	Session	Session Topic	Coverage of Topics / Sub-Topics	Assigned Case/ Reading	Faculty
<b>Day 1 – August 06, 2023 (Sunday)</b>					
1	Session I	<b>Web Analytics</b>	<ul style="list-style-type: none"> <li>• Introduction to case pedagogy</li> <li>• Past, present, and future of digital marketing landscape, Web 1.0 / 2.0 / 3.0</li> <li>• Web Analytics Metrics, CPM, CTR, CR, Bounce Rate, Exit Rate, Wine glass plot, Heat maps</li> <li>• Website tools</li> </ul>	MakeMyTrip: 2013(A): Problem Definition for Redesigning the Home Page	Dr. Ankit Kesharwani
2	Session II				
<b>Day 2 – August 12, 2023 (Saturday)</b>					
3	Session I	<b>Sales Analytics</b>	<ul style="list-style-type: none"> <li>• Analyzing Sales</li> <li>• Use of metrics</li> <li>• Analyzing how Demographics and other variables impact sales</li> <li>• Pulling data from a pivot table</li> </ul>	Air France Internet Marketing: Optimizing Google, Yahoo!, MSN, and Kayak Sponsored Search (HBSP)	Dr. Harshit Kumar Singh
4	Session II				
<b>Day 3 – August 13, 2023 (Sunday)</b>					
5	Session I	<b>Predictive Analytics</b>	<ul style="list-style-type: none"> <li>• Graphical Representation of Sales Performance</li> <li>• Modeling Trend and Seasonality</li> <li>• Ratio to Moving Average Method</li> <li>• Multiple Regression to forecast sales</li> <li>• Winter’s Method</li> <li>• RFM Analysis</li> </ul>	Sales Store  Raw data is to be given two-three days before the session.	Dr. Harshit Kumar Singh
6	Session II				
<b>Day 4 – August 20, 2023 (Sunday)</b>					
7	Session I	<b>Visual Analytics</b>	<ul style="list-style-type: none"> <li>• Using Sparklines</li> <li>• Making interactive charts</li> <li>• Creation of a dashboard for data visualization</li> <li>• Combination Charts</li> <li>• Summarize Market Research Surveys</li> <li>• Making Chart Labels Dynamic</li> <li>• Summarizing Monthly Sales – Force Rankings</li> <li>• Control Data in a Chart</li> <li>• Tableau</li> </ul>	Raw data is to be given two-three days before the session.	Mr. R. Vivekanand (VF)
8	Session II				
<b>Day 5 – August 27, 2023 (Sunday)</b>					
9	Session I	<b>Pricing Analytics</b>	<ul style="list-style-type: none"> <li>• Estimating Demand curves</li> <li>• Drawing demand curves from elasticity</li> <li>• Understanding Price elasticity and its role in demand estimation</li> <li>• Optimizing demand, sales, and profit using the right price</li> <li>• Pricing bundled goods – complementary</li> </ul>	Moon Pharma Company	Dr. Shweta Bahl
10	Session II				

Day 6 –September 03, 2023 (Sunday)					
11	Session I	Customer Analytics	<ul style="list-style-type: none"> <li>How to decide between profitable and non-profitable customers</li> <li>Managing unprofitable customers</li> </ul>	Case: Murray, K., & Moffat, M., (2008). Conroy's Acura: Customer Lifetime Value and Return on Marketing	Dr. Prantosh J. Banerjee (VF)
12	Session II				
Day 7 – September 09, 2023 (Saturday)					
13	Session I	Retail Analytics	<ul style="list-style-type: none"> <li>Market Basket Analysis</li> <li>Computing Lift for two products</li> <li>Computing three-way lifts</li> <li>Using lift to optimize store layout</li> </ul>	Raw data is to be given two-three days before the session.	Dr. Prantosh J. Banerjee (VF)
14	Session II				
Day 8 – September 10, 2023 (Sunday)					
15	Session I	Customer Choice Analytics	<ul style="list-style-type: none"> <li>Conjoint analysis for product development</li> <li>Determining optimum combinations of product features</li> <li>Negotiating with customers on the basis of part-worth knowledge</li> <li>Dummy variable coding</li> <li>Regression in Excel</li> </ul>	Retro Automation	Dr. S K Pandey
16	Session II				
Day 9 – September 17, 2023 (Sunday)					
17	Session I	Search Engine Optimization (SEO)	<ul style="list-style-type: none"> <li>SEO basics and getting started with website auditing</li> <li>Keyword research tools</li> <li>Important SEO action items and SEO tools</li> <li>On-page SEO and off-page SEO techniques</li> <li>Landing page design</li> </ul>	Hands-on session with the various SEO tools and techniques	Dr. Ankit Kesharwani
18	Session II				
Day 10 – September 24, 2023 (Sunday)					
19	Session I	Search Engine Marketing (SEM) (Part I)	<ul style="list-style-type: none"> <li>Overview of Google Ad-words</li> <li>Ad-words Account Structure, Ad Creating Formats</li> <li>Targeting Methods</li> <li>Advanced Search Network Advertising, Keyword Planner</li> </ul>	Reading Resources <a href="https://ads.google.com/intl/en_in/home/case-studies/">https://ads.google.com/intl/en_in/home/case-studies/</a>	Dr. Ankit Kesharwani
20	Session II				
Day 11 – October 01, 2023 (Sunday)					
21	Session I	Search Engine Marketing (SEM) (Part II)	<ul style="list-style-type: none"> <li>Overview of Google Ad-words</li> <li>Ad-words Account Structure, Ad Creating Formats</li> <li>Targeting Methods</li> <li>Advanced Search Network Advertising, Keyword Planner</li> </ul>	Reading Resources <a href="https://ads.google.com/intl/en_in/home/case-studies/">https://ads.google.com/intl/en_in/home/case-studies/</a>	Dr. Harmanjit Singh
22	Session II				
Day 12 – October 08, 2023 (Sunday)					
23	Session I	Campaign Analytics	<ul style="list-style-type: none"> <li>Setting up goals</li> <li>Overview of GA4</li> <li>Examining Analytics reports</li> <li>Choosing the right report for your analysis</li> <li>Creating custom reports, dashboards, and segments</li> <li>Position analytics</li> </ul>	How 3 brands used data-smart ways to drive profitability	Dr. Ankit Kesharwani
24	Session II				

Day 13 – October 14, 2023 (Saturday)					
25	Session I	<b>Content Marketing and Monetization of Contents</b>	<ul style="list-style-type: none"> <li>Content marketing process, Activities</li> <li>Content monetization</li> <li>Legal Issues related to content monetization</li> </ul>	Navigating the Content Marketing Dilemma (A) and (B)	Dr. Ankit Kesharwani
26	Session II				
Day 14 – October 15, 2023 (Sunday)					
27	Session I	<b>Social Media Analytics</b>	<ul style="list-style-type: none"> <li>Edge Rank</li> <li>Creating Social Media Ads</li> <li>Social Media Analytics</li> </ul>	Hands-on exercise (Live campaign demonstration)	Dr. Harmanjit Singh
28	Session II				
Day 15 – October 22, 2023 (Sunday)					
29	Session I	<b>E-Mail Marketing Analytics</b>	<ul style="list-style-type: none"> <li>Email Optimization and Testing</li> <li>Email Design and functionality</li> <li>Optimizing Direct Mail Campaign</li> </ul>	Bharat Enterprises' Email Marketing Dilemma	Dr. Ankit Kesharwani
30	Session II				
Day 16 – October 29, 2023 (Sunday)					
31	Session I	<b>Social Media Marketing</b>	<ul style="list-style-type: none"> <li>Leveraging Social Media Platforms</li> <li>Measuring ROI of Social Media Platforms</li> </ul>	Maersk Line: B2B Social Media – “It’s Communication, Not Marketing”	Dr. Archit V. Tapar
32	Session II				
Day 17 – November 05, 2023 (Sunday)					
33	Session I	<b>Strategy and Business Models for the Virtual World</b>	<ul style="list-style-type: none"> <li>M-Commerce and Social commerce</li> <li>E-Tailing</li> <li>Aligning Digital Strategy with Business Objectives</li> <li>Target markets and create digital personas.</li> <li>Understanding User Behavior and reaching target audiences digitally</li> </ul>	Applying the business model canvas to design the E-platform for sailing tourism	Dr. Neeraj Singh
34	Session II				
Day 18 – November 19, 2023 (Sunday)					
35	Session I	<b>Legal and Ethical Issues</b>	<ul style="list-style-type: none"> <li>Fake reviews and their business impact</li> <li>Copyright infringements and counterfeit products</li> <li>E-commerce laws like GDPR, SOPA, PIPA</li> <li>Law of the first sale, and Law of fair use</li> </ul>	Alibaba: the battle against counterfeits	Dr. Neeraj Singh
36	Session II				
Day 19 – November 26, 2023 (Sunday)					
37	Session I	<b>Project Presentations</b>			Dr. Ankit Kesharwani
38	Session II				
Day 20 – December 03, 2023 (Sunday)					
39	Session I	<b>Project Presentations</b>			Dr. Ankit Kesharwani
40	Session II				

## Faculty Profile



**Dr. Ankit Kesharwani** is an assistant professor in the area of Marketing and Strategy. Prior to joining IIM Rohtak, he was associated with the Indian Institute of Foreign Trade (IIFT) Delhi Campus (2018-2021), and IBS Hyderabad (2014-2018). During his Ph.D., he was a visiting scholar at Fogelman College of Business and Economics, University of Memphis, USA (2011 -2012). He has about 8 years of post-Ph.D. experience in teaching MBA students, Executive MBA students, and Doctoral students. He has specializations in Digital Marketing, Marketing Analytics, Web and Social Media, Analytics, Business Research Methods, Marketing Research, Marketing Management, and Customer Relationship Management. He has taken training sessions for employees of various government and corporate organizations, including DGR, Tata Metaliks, Electronics Corporation of India Limited, Punjab National Bank, National Cooperative Dairy Federation of India Ltd, Engineers India Ltd, and Indian Energy Exchange Limited. He was also involved in various government projects like Sector-Specific Logistics Performance Index (LPI-S) 2020 by IIFT, Logistics Ease Across Different States (LEADS) 2021 report by Ernst & Young, and Khadi and Village Industries Commission (KVIC) 2021 project by IIFT. He has also published several research papers in premier international journals such as Information & Management, Electronics Commerce Research, Behaviour & Information Technology, Journal of Strategic Marketing, Journal of Global Information Management, Journal of Internet Commerce, etc. Primarily his area of research interest revolves around Technology adoption, Mobile Health Apps, Mobile Payment Apps, Online Advertising, Service Co-creation, etc.



**Dr. S. K. Pandey** is an Associate Professor in the area of Marketing and Dean Research and Executive Education at IIM Rohtak. He is also the editor of Emerging Economies Case Journal from Sage publications. Dr. Pandey has published extensively in reputed journals such as Journal of Retailing and Consumer Services, International Journal of Retail and Distribution Management, International Journal of Market Research, Australasian Marketing Journal, Marketing Intelligence and Planning, Event Management, Journal of Cleaner Production and International Journal of Conflict Management. Dr. Pandey's earned the outstanding paper award in the Marketing Management Association Conference at Chicago in 2010. He has over 20 years of teaching experience with more than 16 years of Post Ph.D. experience of teaching MBA students. Dr. Pandey has been trained in case pedagogy by Richard Ivey School of Business, Kelley School of Business and IIM Ahmedabad Professors through various Faculty Development Programmes. He is also actively engaged in training and providing consultancy to leading corporates. Some of the leading organizations include Indian Police Services, Haryana Police Services, Life Insurance Corporation, Punjab National Bank, Power Grid Corporation, and Indian Oil Corporation.



**Dr. Archit V. Tapar** is a faculty in the Marketing Management Area at IIM Rohtak. A marketing fellow from IIM Indore with masters in management from Mumbai University, Archit has also been a faculty for Marketing at PICT-STM, Pune and Marketing Manager for a chemical firm at Mumbai. He brings with himself a rich combination of academic and industry experience in the field of marketing. His research is primarily on brand anthropomorphism and he has published and presented his work in journals of international repute and conferences worldwide. His research interest areas include brand management, services marketing, tourism marketing and online retailing to name a few. His teaching areas are Marketing Management, Brand Management, Advertising and Promotions, B2B Marketing and Experimental Research Design. Apart from his academic credentials, Archit has also played a key role in the management of several National and International conferences hosted by IIM Indore during his fellowship and has experience of successfully representing his organization at the global platform.



**Dr. Harshit Kumar Singh** holds a PhD from the Indian Institute of Management Ahmedabad in the area of Information Systems. Prior to joining his doctoral program, he has worked in the industry for three years as a Software Developer. He had completed his Bachelor's in Computer Science & Engineering from the National Institute of Technology Patna. His Ph.D. thesis investigates the challenges of large-scale adoption of work-from-home on organizations. His research interest includes IS competencies, motivational information systems with a focus on gamification and digital engagement. His teaching interests include Management Information System (MIS), Managing Software and Project Enterprises, Gamification Technology and Business, Data Structure and Algorithms and Theories of Information System.



**Dr. Neeraj Singh** is a Visiting Assistant Professor in the Marketing and Strategy area of the institute. He has completed his PhD from the Indian Institute of Management, Lucknow. He is also an alumnus of the Indian Institute of Forest Management Bhopal and a UGC-NET-Junior Research Fellowship (JRF) Awardee. Before joining the institute, he was briefly associated with XIM University, Bhubaneswar, as a visiting faculty. His research is aligned across two closely related domains. First, he explores the factors affecting farmers' adoption of AgTech platforms. He has extensively worked on the factors affecting farmers' adoption of AgTech Platforms, primarily focusing on understanding the empirical relationship between platform complementarity and situational normality with the farmers' trust. His research in this domain is grounded in the theory of network externality and the theory of generalized expectancies. He also explored the farmers' preference for the agricultural platform design attributes using a discrete choice experiment method.



**Dr. Shweta Bahl** is a faculty in the Economics and Public Policy area at Indian Institute of Management Rohtak. She has completed Fellow Program in Management (FPM) in Economics from Indian Institute of Management Indore and holds M.A. in Financial Economics from Gokhale Institute of Politics and Economics Pune and B.A. (Hons.) Economics from Delhi University. She has also qualified UGC NET examination. She is a Global Labor Organization (GLO) affiliate and working on a project under GLO Virtual Young Scholar Program. Prior to joining IIM Rohtak, she has worked as an Assistant Professor at Christ (Deemed to be University) Delhi-NCR campus.



**Dr. Harmanjit Singh** is an Assistant Professor in the Marketing and Strategy department at IIM Rohtak. He holds a PhD in Marketing from IIM Kashipur, where he examined the influence of user-generated content, such as online reviews, on consumer behaviour in the fashion e-commerce domain. Dr. Singh has nine years of industry experience in digital marketing, where he managed various projects related to social media marketing, SEO, SEM, blogging, and online advertising in both B2C and B2B domains. He has published his research papers in reputed journals such as Computers in Human Behavior and the International Journal of Retail & Distribution Management. He has also presented his research papers at various national and international conferences organised by IIM Raipur, IIM Rohtak, IIM Kozhikode and the University of Zaragoza, Spain. He serves as a reviewer for several academic journals listed in the ABDC journal quality list.