



## INDIAN INSTITUTE OF MANAGEMENT ROHTAK

Management City NH-10 Southern Bypass, Sunaria, Rohtak-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 11<sup>th</sup> September, 2022 and will culminate on 12<sup>th</sup> February, 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 Detailed Lecture Schedule – eMDP (SDM&A- IV)**

**Time: 08.45 AM– 11.35 AM (Sunday)**

S. No.	Session (s) in the day	Session Topics	Coverage of Topics	Proposed Case/ Reading (Used in SDMA III)	Faculty
<b>Domain: Digital Marketing &amp; Analytics</b>					
<b>Day 1 – September 11, 2022</b>					
1	Session I	<b>Topic:</b> Web Analytics Primer	<ul style="list-style-type: none"> <li>Past, present, and future of digital marketing landscape, Web 1.0 / 2.0 / 3.0</li> <li>Dotcom bubble 2.0</li> <li>SMAC (Social, Media, Analytics, and Cloud)</li> <li>Web Analytics Metrics, CPM, CTR, CR, Bounce Rate, Exit Rate, Wine glass plot, Heat maps.</li> </ul>	Case: “ <b>MedNet.com Confronts ‘Click-Through’ Competition</b> ” (2007), HBP Brief Case 2006, Pgs. 12.	Dr Ankit Kesharwani
2	Session II				
<b>Domain: Marketing Analytics</b>					
<b>Day 2 – September 18, 2022</b>					
3	Session I	Analytics Pipeline Management	<ul style="list-style-type: none"> <li>Step-by-step understanding of the analytics process</li> <li>Process involved in the analytics life cycle</li> </ul>	Hands-on in-class exercise: Raw data and problems will be provided before the session.	Prof. (Dr.) Sridhar Vaithianathan (VF)
4	Session II				
<b>Domain: Marketing Analytics</b>					
<b>Day 3 – September 25, 2022</b>					
5	Session I	<b>Topic:</b> Estimating Demand Curves and Optimize Price, Price Bundling	<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, profit using the right price</li> <li>Pricing bundled goods – complementary</li> </ul>	<i>Session 7:</i> Caselet – Moon Pharma Company  <i>Session 8:</i> Dominique-Ferreira, S. and Antunes, C. (2020), "Estimating the price range and the effect of price bundling strategies: An application to the hotel sector", European Journal of Management and Business Economics, Vol. 29 No. 2, pp. 166-181. Barrutia Legarreta, J.M. and Echebarria Miguel, C. (2004), "Collaborative relationship bundling:	Dr Ankit Kesharwani
6	Session II				

				a new angle on services marketing", International Journal of Service Industry Management, Vol. 15 No. 3, pp. 264-283.	
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**Domain: Marketing Analytics**

**Day 4 – October 16, 2022**

7	Session I	<b>Topic:</b> Effective Segmentation	<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> </ul>	Hands-on in-class exercise.	<b>Mr. Sumit Kumar Jha (Industry Expert)</b>
8	Session II		<ul style="list-style-type: none"> <li>Pulling data from a pivot table</li> <li>Creation of dashboard for data visualization</li> </ul>	Raw data is to be given two-three days before the session.	

**Domain: Marketing Analytics**

**Day 5 – October 30, 2022**

9	Session I	<b>Topic:</b> Sales Planning	<ul style="list-style-type: none"> <li>Graphical Representation of Sales Performance</li> <li>Making interactive charts</li> </ul>	Hands-on in-class exercise.	<b>Mr. Sumit Kumar Jha (Industry Expert)</b>
10	Session II		<ul style="list-style-type: none"> <li>Sales Reports analysis</li> <li>Slicing</li> </ul>	Raw data is to be given two-three days before the session.	

**Domain: Digital Marketing**

**Day 6 – November 06, 2022**

11	Session I	<b>Topic:</b> 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> </ul>	Hands-on session with the various SEO tools and techniques	Dr Ankit Kesharwani
12	Session II		<ul style="list-style-type: none"> <li>Important SEO action items and SEO tools</li> <li>On-page SEO and off-page SEO techniques</li> <li>White hat SEO and Black hat SEO techniques</li> </ul>		

**Domain: Marketing Analytics**

**Day 7 – November 13, 2022**

13	Session I	<b>Topic:</b> Calculating Customer Lifetime Value and Online Market Segmentation	<ul style="list-style-type: none"> <li>How to decide 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. Ivey Publishing. (908A01-PDF-ENG).	Dr Ramashankar Yadav
14	Session II				

**Domain: Digital Marketing**

**Day 8 – November 19, 2022**

15	Session I	<p><b>Topic:</b> Digital Promotions, Sponsored Search Marketing: Google Ads  (Part 1)</p>	<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>	<p><b>Reading Resources</b>  <a href="https://ads.google.com/intl/en_in/home/case-studies/">https://ads.google.com/intl/en_in/home/case-studies/</a>   <a href="https://www.thinkwithgoogle.com/qs/documents/673/2011-winning-zmot-ebook_research-studies.pdf">https://www.thinkwithgoogle.com/qs/documents/673/2011-winning-zmot-ebook_research-studies.pdf</a></p>	Ms Niti Beri
16	Session II				
<b>Domain: Digital Marketing</b>					
<b>Day 9 – November 20, 2022</b>					
17	Session I	<p><b>Topic:</b> Measuring Campaign Effectiveness – Google Analytics</p>	<ul style="list-style-type: none"> <li>● Setting up goals</li> <li>● Examining Analytics reports</li> <li>● Choosing the right report for your analysis</li> <li>● Creating custom reports, dashboards, and segments</li> </ul>	<p>Case: How 3 brands used data-smart ways to drive profitability  (<a href="https://www.thinkwithgoogle.com/intl/en-apac/marketing-strategies/data-and-measurement/profit-driven-marketing-machine-learning/">https://www.thinkwithgoogle.com/intl/en-apac/marketing-strategies/data-and-measurement/profit-driven-marketing-machine-learning/</a>)</p>	Ms Niti Beri
18	Session II				
<b>Domain: Digital Marketing</b>					
<b>Day 10 – November 27, 2022</b>					
19	Session I	<p><b>Topic:</b> Strategy and Business Models for the Virtual World (B2C)</p>	<ul style="list-style-type: none"> <li>● Marketing in the age of Metaverse</li> <li>● Interrelationship between social networks and concept of virtual life space</li> <li>● Brands foray into virtual life platforms</li> <li>● Social commerce</li> <li>● ABC Segmentation</li> <li>● Focus of B2C market</li> </ul>	<p>Book Chapter: <a href="#">Siddiqui, N.</a> (2022), "Social Shopping: Implications for Store Retailing", <a href="#">Ritch, E.L.</a> and <a href="#">McColl, J.</a> (Ed.) <i>New Perspectives on Critical Marketing and Consumer Society</i>, Emerald Publishing Limited, Bingley, pp. 113-128.</p>	Dr Pranav Dharmani
20	Session II				
<b>Domain: Digital Marketing</b>					
<b>Day 11 – December 04, 2022</b>					
21	Session I	<p><b>Topic:</b> Strategy and Business Models for the Virtual World (B2B)</p>	<ul style="list-style-type: none"> <li>● Business model canvas for the digital marketing landscape</li> <li>● Infomediary businesses</li> <li>● Choosing a target market</li> <li>● Focus on B2B market</li> </ul>	<p><b>Case:</b> Applying the business model canvas to design the E-platform for sailing tourism</p>	Dr Pranav Dharmani
22	Session II				
<b>Domain: Digital Marketing</b>					
<b>Day 12 – December 11, 2022</b>					

23	Session I	<b>Topic:</b> Digital Promotions, Sponsored Search Marketing: Google Ads  (Part 2)	<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>	<b>Tools &amp; Dashboards</b> 1) <i>Google Ads</i> : <a href="https://ads.google.com">ads.google.com</a> (Access required) 2) <i>Google Keyword Planner</i> : (Available within Google Ads) 3) <i>Google Trends</i> : <a href="https://trends.google.com/trends/?geo=IN">https://trends.google.com/trends/?geo=IN</a> (Free tool)	Dr. Ankit Kesharwani
24	Session II				
<b>Domain: Digital Marketing</b>					
<b>Day 13 – December 18, 2022</b>					
25	Session I	<b>Topic:</b> Social Media Analytics	<ul style="list-style-type: none"> <li>● Three degrees of freedom</li> <li>● Edge Rank</li> <li>● Facebook Ads Manager</li> </ul>	Hands on exercise (live campaign demonstration)  Examples: <a href="https://www.facebook.com/business/success">https://www.facebook.com/business/success</a>	Dr Ankit Kesharwani
26	Session II				
<b>Domain: Marketing Analytics</b>					
<b>Day 14 – January 01, 2023</b>					
27	Session I	<b>Topic:</b> Conjoint analysis for product development	<ul style="list-style-type: none"> <li>● Identifying product features</li> <li>● identifying part-worth of a feature</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>	<b>Caselet:</b> Retro Automation  Conjoint Analysis Exercise	Dr Ankit Kesharwani
28	Session II				
<b>Domain: Digital Marketing</b>					
<b>Day 15 – January 08, 2023</b>					
29	Session I	<b>Topic:</b> Social Media Marketing	<ul style="list-style-type: none"> <li>● Leveraging Social Media Platforms</li> <li>● Measuring ROI of Social Media Platforms</li> <li>● Social Media Ads</li> </ul>	Case: Meteor Solutions: Measuring the Value of Social Media Marketing [Emerald]  Case: Maersk Line: B2B Social Media – “It’s Communication, Not Marketing”, (Berkeley-Haas Case)	Dr Archit Tapar
30	Session II				
<b>Domain: Digital Marketing</b>					
<b>Day 16 – January 15, 2023</b>					

31	Session I	<b>Topic:</b> Payment Issues on the Web	<ul style="list-style-type: none"> <li>Innovative pricing strategies practiced by digital marketers</li> <li>Combating price wars</li> <li>Payment methods, Payment gateways, and their business models</li> <li>Online digital wallets (e.g. Google Wallet, PayTM, etc.), and Mobile payments</li> <li>Payment banks</li> <li>Cryptocurrencies (e.g. Bitcoin)</li> <li>Digital currencies and their business implications</li> </ul>	Case: Competing against free	Dr Harshit Kumar Singh
32	Session II		<ul style="list-style-type: none"> <li>Online digital wallets (e.g. Google Wallet, PayTM, etc.), and Mobile payments</li> <li>Payment banks</li> <li>Cryptocurrencies (e.g. Bitcoin)</li> <li>Digital currencies and their business implications</li> </ul>	Case: PayTM: Navigating the Transition from an E-Wallet to a Payments Bank	

**Domain: Digital Marketing**

**Day 17 – January 22, 2023**

33	Session I	<b>Topic:</b> Integrated Media Planning: Combining Offline & Online Ads	<ul style="list-style-type: none"> <li>Marketing mix modeling - building a market mix model using Python</li> <li>What portion of sales can be attributed to which promotion</li> </ul>	A systematic study of integrated marketing communication and content management system for millennial consumers	Prof Sangeeta Shah Bharadwaj
34	Session II		<ul style="list-style-type: none"> <li>Marketing mix modeling - building a market mix model using Python</li> <li>What portion of sales can be attributed to which promotion</li> </ul>	A systematic study of integrated marketing communication and content management system for millennial consumers	

**Domain: Digital Marketing**

**Day 18 – January 29, 2023**

35	Session I	<b>Topic:</b> Legal and Ethical Issues	<ul style="list-style-type: none"> <li>Fake reviews and their business impact</li> <li>Copyright infringements and counterfeit products on the web</li> <li>Data localization</li> <li>E-commerce laws across the world</li> <li>GDPR, SOPA, PIPA</li> <li>Law of the first sale, and Law of fair use</li> <li>Categories of privacy laws</li> <li>Deep linking, Inline linking, Framing, Copyright issues, COPPA, etc.</li> </ul>	Alibaba: the battle against counterfeits	Dr Harshit Kumar Singh
36	Session II		<ul style="list-style-type: none"> <li>Fake reviews and their business impact</li> <li>Copyright infringements and counterfeit products on the web</li> <li>Data localization</li> <li>E-commerce laws across the world</li> <li>GDPR, SOPA, PIPA</li> <li>Law of the first sale, and Law of fair use</li> <li>Categories of privacy laws</li> <li>Deep linking, Inline linking, Framing, Copyright issues, COPPA, etc.</li> </ul>	Alibaba: the battle against counterfeits	

**Domain: Digital Marketing & Analytics**

**Day 19 – February 05, 2023**

37	Session I	<b>Topic:</b> Project Discussion			Dr Ankit Kesharwani
38	Session II				

**Domain: Digital Marketing & Analytics**

**Day 20 – February 12, 2023**

39	Session I	<b>Topic:</b> Project Presentations			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. Rama Shankar Yadav** is a faculty in the area of Human Resource Management at Indian Institute of Management Rohtak. He has completed Fellow Program in Management (FPM) from Indian Institute of Management Ahmedabad. He worked as an HR Manager with Tata Motors for two years before joining his doctoral studies. Prior to IIM Rohtak, he was teaching at Banaras Hindu University, Varanasi. Dr. Yadav is also serving as an Associate Editor for Indian Journal of Human Relations and Indian Journal of Social Science Researches.



**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. Pranav Dharmani** is working as an Assistant Professor in Marketing and Strategy area at IIM Rohtak. He holds Ph.D. (FPM) in Business Policy and Strategy from IIM Raipur and M. Tech in Nanoscience and Technology from Delhi Technological University (formerly DCE). His research has been published in Journal of Business Research and has been selected at various conferences like Academy of Management, Strategic Management Society, European Academy of Management, British Academy of Management, Industry Studies Association, etc. His research interests include industry evolution, technology management and creative industries.



**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.