



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 26th February, 2023 and will culminate on 11th June, 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.

Detailed Lecture Schedule – eMDP (SDM&A- V)
Time: 8.45 AM – 11.35 AM (Every Sunday & 2nd Saturday)

S. No.	Session (s) in the day	Session Topics	Coverage of Topics	Proposed Case/ Reading	Faculty
Domain: Digital Marketing & Analytics					
Day 1 – February 26, 2023					
1	Session I	Topic: Web Analytics Primer	<ul style="list-style-type: none"> Past, present, and future of digital marketing landscape, Web 1.0 / 2.0 / 3.0 Web Analytics Metrics, CPM, CTR, CR, Bounce Rate, Exit Rate, Wine glass plot, Heat maps. 	“MedNet.com Confronts ‘Click-Through’ Competition” (2007), HBP Brief Case 2006, Pgs. 12.	Dr. Ankit Kesharwani
2	Session II				
Domain: Marketing Analytics					
Day 2 – March 05, 2023					
3	Session I	Analytics Pipeline Management	<ul style="list-style-type: none"> Step-by-step understanding of the analytics process Process involved in the analytics life cycle 	Hands-on in-class exercise: Raw data and problems will be provided before the session.	Prof. Sridhar
4	Session II				
Domain: Marketing Analytics					
Day 3 – March 11, 2023					
5	Session I	Topic: Estimating Demand Curves and Optimize Price, Price Bundling	<ul style="list-style-type: none"> Estimating Demand curves Drawing demand curves from elasticity Understanding Price elasticity and its role in demand estimation Optimizing demand, sales, and profit using the right price Pricing bundled goods – complementary 	Moon Pharma Company	Dr. Ankit Kesharwani
6	Session II				
Domain: Marketing Analytics					
Day 4 – March 12, 2023					
7	Session I	Topic: Effective Segmentation	<ul style="list-style-type: none"> Analyzing Sales Use of metrics Analyzing how Demographics and other variables impact sales Pulling data from a pivot table Creation of a dashboard for data visualization 	Hands-on in-class exercise	Dr. Harshit Kumar Singh
8	Session II				
Domain: Marketing Analytics					
Day 5 – March 19, 2023					
9	Session I	Topic: Sales Planning	<ul style="list-style-type: none"> Graphical Representation of Sales Performance Making interactive charts Sales Reports analysis Slicing 	Sales Store Raw data is to be given two-three days before the session.	Dr. Bhavana Kandala
10	Session II				

Domain: Digital Marketing					
Day 6 – March 26, 2023					
11	Session I	Topic: Search Engine Optimization (SEO)	<ul style="list-style-type: none"> • SEO basics and getting started with website auditing • Keyword research tools • Important SEO action items and SEO tools • On-page SEO and off-page SEO techniques • White hat SEO and Black hat SEO techniques 	Hands-on session with the various SEO tools and techniques	Dr. Ankit Kesharwani
12	Session II				
Domain: Marketing Analytics					
Day 7 – April 02, 2023					
13	Session I	Topic: Calculating Customer Lifetime Value and Online Market Segmentation	<ul style="list-style-type: none"> • How to decide between profitable and non-profitable customers • Managing unprofitable customers 	Murray, K., & Moffat, M., (2008). Conroy's Acura: Customer Lifetime Value and Return on Marketing. Ivey Publishing	Dr. Rama Shankar Yadav
14	Session II				
Domain: Digital Marketing					
Day 8 – April 08, 2023					
15	Session I	Topic: Digital Promotions, Sponsored Search Marketing: Google Ads (Part 1)	<ul style="list-style-type: none"> • Overview of Google Ad-words • Ad-words Account Structure, Ad Creating Formats • Targeting Methods • Advanced Search Network Advertising, Keyword Planner 	Tools & Dashboards 1) <i>Google Ads</i> : ads.google.com (Access required) 2) <i>Google Keyword Planner</i> : (Available within Google Ads)	Dr. Ankit Kesharwani
16	Session II				
Domain: Digital Marketing					
Day 9 – April 09, 2023					
17	Session I	Topic: Digital Promotions, Sponsored Search Marketing: Google Ads (Part 2)	<ul style="list-style-type: none"> • Overview of Google Ad-words • Ad-words Account Structure, Ad Creating Formats • Targeting Methods • Advanced Search Network Advertising, Keyword Planner 	Reading Resources https://ads.google.com/intl/en_in/home/case-studies/ https://www.thinkwithgoogle.com/qs/documents/673/2011-winning-zmot-ebook_research-studies.pdf	Mr. Amitabh Verma (VF)
18	Session II				
Domain: Digital Marketing					
Day 10 – April 16, 2023					
19	Session I	Topic: Measuring Campaign Effectiveness – Google Analytics	<ul style="list-style-type: none"> • Setting up goals • Examining Analytics reports • Choosing the right report for your analysis • Creating custom reports, dashboards, and segments 	How 3 brands used data-smart ways to drive profitability (https://www.thinkwithgoogle.com/intl/en-apac/marketing-strategies/data-and-measurement/profit-driven-marketing-machine-learning/)	Dr. Ankit Kesharwani
20	Session II				

Domain: Digital Marketing					
Day 11 – April 23, 2023					
21	Session I	Topic: Strategy and Business Models for the Virtual World (B2C)	<ul style="list-style-type: none"> Marketing in the age of Metaverse Interrelationship between social networks and the concept of virtual life space Brands foray into virtual life platforms Social commerce Focus of B2C market 	Material to be provided by faculty 2-3 days in advance	Dr. Neeraj Singh
22	Session II				
Domain: Digital Marketing					
Day 12 – April 30, 2023					
23	Session I	Topic: Social Media Analytics	<ul style="list-style-type: none"> Three degree of freedom Edge Rank Facebook Ads Manager 	Hands on exercise (live campaign demonstration)	Mr. Amitabh Verma (VF)
24	Session II				
Domain: Digital Marketing					
Day 13 – May 07, 2023					
25	Session I	Topic: Strategy and Business Models for the Virtual World (B2B)	<ul style="list-style-type: none"> Business model canvas for the digital marketing landscape Infomediary businesses Choosing a target market Focus on B2B market 	Applying the business model canvas to design the E-platform for sailing tourism	Dr. Pranav Dharmani
26	Session II				
Domain: Marketing Analytics					
Day 14 – May 13, 2023					
27	Session I	Topic: Conjoint analysis for product development	<ul style="list-style-type: none"> Determining optimum combinations of product features Negotiating with customers on the basis of part-worth knowledge Dummy variable coding Regression in Excel 	Retro Automation	Dr. S K Pandey
28	Session II				
Domain: Digital Marketing					
Day 15 – May 14, 2023					
29	Session I	Topic: Payment Issues on the Web	<ul style="list-style-type: none"> Payment methods, Payment gateways, and their business models Payment banks Cryptocurrencies (e.g. Bitcoin) Digital currencies and their business implications 	Competing against free	Dr. Ankit Kesharwani
30	Session II				
Domain: Digital Marketing					
Day 16 – May 21, 2023					
31	Session I	Topic: Legal and Ethical Issues	<ul style="list-style-type: none"> Fake reviews and their business impact Copyright infringements and counterfeit products E-commerce laws like GDPR, SOPA, PIPA Law of the first sale, and Law of fair use 	Alibaba: the battle against counterfeits	Dr. Neeraj Singh
32	Session II				

Domain: Digital Marketing & Analytics**Day 17 – May 28, 2023**

33	Session I	Topic: Integrated Media Planning: Combining Offline & Online Ads	<ul style="list-style-type: none"> Marketing mix modeling - building a market mix model What portion of sales can be attributed to which promotion 	Ariel #ShareTheLoad: Integrated Marketing Communication Campaign (Thunderbird)	Dr. Archit Tapar
34	Session II				

Domain: Digital Marketing**Day 18 – June 04, 2023**

35	Session I	Topic: Social Media Marketing	<ul style="list-style-type: none"> Leveraging Social Media Platforms Measuring ROI of Social Media Platforms Social Media Ads 	Meteor Solutions: Measuring the Value of Social Media Marketing [Emerald] Maersk Line: B2B Social Media – “It’s Communication, Not Marketing”, (Berkeley-Haas Case)	Dr. Archit Tapar
36	Session II				

Domain: Digital Marketing & Analytics**Day 19 – June 10, 2023**

37	Session I	Topic: Project Discussion and Presentations			Dr. Ankit Kesharwani
38	Session II				

Domain: Digital Marketing & Analytics**Day 20 – June 11, 2023**

39	Session I	Topic: Project Discussion and 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. 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

	<p>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.</p>
	<p>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.</p>
	<p>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.</p>
	<p>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.</p>
	<p>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</p>

	Enterprises, Gamification Technology and Business, Data Structure and Algorithms and Theories of Information System.