



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 19th Dec, 2021 and will culminate on 08th May, 2022.

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 प्रबंधन संस्थान

Indian Institute of Management Rohtak

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

Executive Education

Programme Coordinator

Prof. Dheeraj Sharma

Faulty Incharge (s)

Prof. Neha Bhardwaj



DIGITAL MARKETING ANALYTICS

Course Objectives

The advent of digital media channels have 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- II)

Time: 08.45 AM– 11.35 AM

S. No.	Session (s) in the day	Session Topics	Coverage of Topics	Case/ Reading	Faculty
Day 1 – Dec. 19, 2021					
1	Session I	Topic: Introduction to the Course and Case Method pedagogy	<ul style="list-style-type: none"> • Conceptualization and Importance of Digital Marketing • Digital Revolution, Changing trends in Marketing. • Rising relevance of marketing analytics 	<i>Case:</i> Social Media Marketing at Reebok India – the dilemma of ROMIN and beyond (Emerald) <i>Case:</i> Indomie Noodles in Africa – Lessons on Digital & Cultural Branding (Emerald)	Dr. Neha Bhardwaj
2	Session II				
Marketing Analytics					
Day 2 – Dec. 26, 2021					
3	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 dashboard for data visualization 	<ul style="list-style-type: none"> • "Its a New Day: Microsoft's office 2007 launch campaign [Case source: Emerald] • Hands-on in-class exercise. • Raw data to be given two-three days before the session. 	Dr. Rama Shankar Yadav
4	Session II				
Day 3 – Jan. 02, 2022					
5	Session I	Topic: Sales Planning	<ul style="list-style-type: none"> • Graphical Representation of Sales Performance • Making interactive charts • Sales Reports analysis • Slicing 	Case: "Sample Superstore" Hands-on in-class exercise (Tableau Public).	Dr. S K Pandey
6	Session II				
Day 4 – Jan. 09, 2022					
7	Session I	Topic: Estimating Demand Curves and Optimize Price, Price Bundling	<ul style="list-style-type: none"> • Estimating Demand curves • Drawing demand curves from elasticities • Understanding Price elasticities and their role in demand estimation • Optimizing demand, sales, profit using right price • Pricing bundled goods - complementary 	<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	Dr. S K Pandey
8	Session II				

				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: a new angle on services marketing", International Journal of Service Industry Management, Vol. 15 No. 3, pp. 264-283	
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Day 5 – Jan. 16, 2022

9	Session I	Topic: Positioning Analytics – how to position your brands/ companies	<ul style="list-style-type: none"> ● Segmenting ● Targeting ● Positioning ● Cluster Analysis 	Case: Radio Mirchi: Entry into the Kolkata Market (IIMA)	Dr. S K Pandey
10	Session II				

Day 6 – Jan. 23, 2022

11	Session I	Topic: Customer choice Analytics	<ul style="list-style-type: none"> ● Understanding the consumer decision making process ● Analytical Hierarchy Process Tool 	<p>Tandon, A., Dhir, A., Kaur, P., Kushwah, S., & Salo, J. (2020). Behavioral reasoning perspectives on organic food purchase. <i>Appetite</i>, 154, 104786;</p> <p>Davies, M. A. (1994). Using the AHP in marketing decision-making. <i>Journal of Marketing Management</i>, 10(1-3), 57-73;</p> <p>Javalgi, R. G., Rao, S. R., & Thomas, E. G. (1991). Choosing a hospital: analysis of consumer tradeoffs. <i>Marketing Health Services</i>, 11(1), 12.</p>	Dr. Ashwani
12	Session II				

Day 7 – Jan. 30, 2022

13	Session I	Topic: Market Basket Analysis and Lift; RFM Analysis	●		Dr. Mohit Lohani
14	Session II				

	II				
Day 8 – Feb. 06, 2022					
15	Session I	Topic: Conjoint Analysis for product development	<ul style="list-style-type: none"> Identifying product features identifying part worth of a feature determining optimum combinations of product features Negotiating with customers on the basis of part worth knowledge Dummy variable coding Regression in Excel 	Caselet: Retro Automation Exercise: Conjoint Analysis Exercise	Dr. S K Pandey
16	Session II				
Day 9 – Feb. 13, 2022					
17	Session I	Topic: Calculating Customer Lifetime Value and Online Market Segmentation	<ul style="list-style-type: none"> How to decide profitable and non-profitable customers 	Customer Lifetime Value Analysis Case: Murray, K., & Moffat, M., (2008). Conroy's Acura: Customer Lifetime Value and Return on Marketing. Ivey Publishing. (908A01-PDF-ENG).	Dr. S. K Pandey
18	Session II				
Day 10 – Feb. 20, 2022					
19	Session I	Topic: Digital Marketing Planning and Strategy	<ul style="list-style-type: none"> Aligning Digital Strategy with Business Objectives. Target markets and creating digital personas. Understanding User Behavior and reaching target audiences digitally. Designing Digital Marketing Strategy. 	Case: Bloomberg Quint: Growing Users with WhatsApp (IIMA)	Dr. S K Pandey
20	Session II				
Digital Marketing					
Day 11 – Feb. 27, 2022					
21	Session I	Topic: Content Marketing	<ul style="list-style-type: none"> Engagement of People and Probable Customers. Managing Content on different Platforms. 	Case: Youtube, Google & Rise of Internet Video (Emerald) Content Marketing – Getting Started - https://contentmarketinginstitute.com/getting-started/	Dr. Neha Bhardwaj
22	Session II				
Day 12 – March 06, 2022					
23	Session I	Topic: Digital promotions: Sponsored Search Marketing	<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 (per-session reading) https://ads.google.com/intl/en_in/home/case-studies/ https://www.thinkwithgoogle.com/qs/documents/	Ms. Niti Beri
24	Session II				

				673/2011-winning-zmot-ebook_research-studies.pdf Tools & Dashboards 1) <u>Google Ads</u> : ads.google.com (Access required) 2) <u>Google Keyword Planner</u> : (Available within Google Ads) 3) <u>Google Trends</u> : https://trends.google.com/trends/?geo=IN (Free tool)	
Day 13 – March 13, 2022					
25	Session I	E-mail & Mobile Marketing	<ul style="list-style-type: none"> • A/B Testing • Email Design and Functionality • Email Marketing Analytics • Email Optimization And Testing 		Dr. Mohit Lohani
26	Session II				
Day 14 – March 20, 2022					
27	Session I	Topic: Marketing Resource Allocation	<ul style="list-style-type: none"> • Allocating Marketing Resources • Optimisation of Resources 	Case: BBVA Compass, Marketing Resource Allocation HBR Article: Advertising's new medium: Human Experience Channel	Dr. S K Pandey
28	Session II				
Day 15 – March 27, 2022					
29	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 	Case: Meteor Solutions: Measuring the Value of Social Media Marketing [Emerald]	Dr. Ankit Kesharwani
30	Session II				
Day 16 – April 03, 2022					
31	Session I	Topic: Website Optimization & Web Analytics	<ul style="list-style-type: none"> • Functional Design and Layouts • Optimizing UI/UX • Landing Page Design • Website Tools 	Case: MakeMyTrip: 2013 (C): Redesigning the Home Page [Emerald] Hands-on in-class exercise: Raw data and problems will be provided before the session.	Dr. Abhishek Verma
32	Session II				
Day 17 – April 17, 2022					
33	Session I	Topic: Social & E-commerce	<ul style="list-style-type: none"> • M- Commerce and Social Commerce • E- Tailing 	Book chapter: (2017), "Theoretical Foundation of E-Commerce", Ye, Q. and Ma, B. (Ed.) <i>Internet+ and</i>	Dr. Ankit Kesharwani
34	Session II				

				<p><i>Electronic Business in China: Innovation and Applications</i>, Emerald Publishing Limited, Bingley, pp. 1-2</p> <p>Book Chapter: Siddiqui, N. (2021), "Social Shopping: Implications for Store Retailing", Ritch, E.L. and McColl, J. (Ed.) <i>New Perspectives on Critical Marketing and Consumer Society</i>, Emerald Publishing Limited, Bingley, pp. 113-128.</p> <p>Case: "Competition in Hyper Local E-Grocery Space: Tokri.com", Neeraj Kansal, IIMA/MAR0515</p>	
Day 18 – April 24, 2022					
35 & 36	Session I & II	Topic: Integrated Media Planning: Combining Offline & Online	<ul style="list-style-type: none"> • Overview • Strategies and Techniques 	Marketing Mix Modelling – How to build a market mix model using Python; what portion of Sales can be attributed to which Promotion	Dr. Sangeeta Shah Bhardwaj
Day 19 – May 01, 2022					
37	Session I	Topic: Project Discussion			Dr. Neha Bhardwaj
38	Session II				
Day 20 – May 08, 2022					
39	Session I	Topic: Project Presentations			Dr. Neha Bhardwaj
40	Session II				

Programme Coordinator



Name of Faculty: Prof. Dheeraj Sharma

Current Post held: Director

Employment Record/Experience:

Prof. Dheeraj Sharma (Director, IIM Rohtak) is a marketing professor and writer. He has taught at numerous educational institutions including University of North Texas, Louisiana Tech University, University of Winnipeg, Ball State University, Athabasca University and IIM Ahmedabad. Prof. Sharma has a doctoral degree with a major in marketing and a double minor in psychology and quantitative analysis from Louisiana Tech University. His primary research interests are “relationships” in business domain. He explores relationships in the context of Workforce motivation (different levels of employees in an organization), behavioral channel theory (relationship between channels and organizations), international marketing strategy (cross-cultural relationship such as between brands across national boundaries), personal selling, brand management (relationship between consumers and brands), social media management (Human to Human Relationships), and ethics (Relationship between individual, organization and society). As a doctoral candidate, Dr. Sharma was Robert B. Toulouse Doctoral Fellow and Graduate School Doctoral Fellow. He is a member of who's who of American professionals. He has conducted/participated in training programs and engaged in consulting assignment(s) with ICI Paints, Duncan Holdings LLC, Globe Rangers LLC, Hero Cycles Ltd, First Merchants Bank of America, Ambuja Cements, Mahindra and Mahindra, Tata Motors, Tata Teleservices Ltd, Tata Housing, Exide batteries, Central Warehousing Corporation, Life Insurance Company, Employee State Insurance Corporation, PGIMER, Vodafone, Alkem Pharma, Zydus Pharma, Watson Pharma, Colgate Palmolive, KPMG, Price Waterhouse Cooper, JK Fenner, Bajaj Auto, Cadbury, Punjab Milkfed among others. Prof. Sharma has been involved in consulting projects or/and executive training with several multinational corporations such as, He has conducted/participated in training programs and engaged in consulting assignment(s) with ICI Paints, Duncan Holdings LLC, Globe Rangers LLC, Hero Cycles Ltd, First Merchants Bank of America, Ambuja Cements, Mahindra and Mahindra, Tata Motors, Tata Teleservices Ltd, Tata Housing, Exide batteries, Central Warehousing Corporation, Life Insurance Company, Employee State Insurance Corporation, PGIMER, Vodafone, Alkem Pharma, Zydus Pharma, Watson Pharma, Colgate Palmolive, KPMG, Price Waterhouse Cooper, JK Fenner, Bajaj Auto, Cadbury, Punjab Milkfed among others. Dr. Sharma continues serve on boards and advisory boards of many organizations including central government appointed independent director on IRCTC (Indian Railways) and Punjab Government appointed independent director on Punjab State Cooperative Milk Producers Federation Limited. His expert views have been cited in many major international newspapers including Business Standard, Economic Times, Times of India, DNA, The Tribune, The Hindu, Asian Age, Vancouver Sun, Calgary Herald, Edmonton Journal, Montreal Gazette, National Post, CTV National News, among others.

Faculty Profile



Dr. Neha Bhardwaj is a faculty in the Marketing area at IIM, Rohtak. She has her doctorate from Faculty of Management Studies (FMS), University of Delhi. She completed her MBA from IBS, Hyderabad and her Bachelors in Technology (B.Tech) from Himachal Pradesh University. She was awarded the Junior Research Fellowship from the UGC in 2012. Prior to joining IIM Rohtak, Neha worked as a faculty member for over 5 years, teaching management students. Neha has published papers in reputed international journals as well as presented her work at reputed international and national conferences.



Dr. Naman Sreen is an Assistant Professor in the Area of Marketing and Strategy at IIM Rohtak. He did his Ph.D. in Marketing from Indian Institute of management, Shillong. Dr. Sreen received his PGDM degree in Marketing from great lakes institute of management, Chennai. Dr. Sreen did his B Tech in computer science from university college of engineering, Punjabi university, Patiala. Before joining IIM Rohtak, he has served as an assistant professor at Jindal Global Business School, Sonapat for about 10 months. The current research areas he is working in are as follows: green purchasing behavior, Sustainable consumption, ethical consumption, and tourism in Covid-19. He has published in various internationally reputed journals.



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. 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. Abhishek Verma is working as an assistant professor in the area of Management Information Systems at IIM Rohtak. He completed his PhD from the Department of Industrial and Systems Engineering, Indian Institute of Technology Kharagpur. He received his Master of Technology (M. Tech) in Computer Science and Engineering from ABV-Indian Institute of Technology, Gwalior. Before joining IIM Rohtak, he has served as a faculty in GLA University, Mathura and VIT University, Bhopal campus. His work is published in many reputed international journals, conferences and book chapters. He is also a reviewer of many reputed journals and conferences.



Dr. Ashwani Kumar is a faculty in the area of Operations Management at Indian Institute of Management Rohtak. He has awarded doctorate in operations management from Department of Management Studies, IIT Roorkee, Roorkee, India. He was awarded MHRD fellowship for doctoral Program. He has completed Masters in Production and Industrial Engineering. He has five years of experience in academics. He has published more than 15 research papers in reputed journals and conferences encompassing A*/A in ABDC, SCI, SSCI, ABS, Scopus, and ESCI indices. He is also reviewer of many reputed journals.