

Digital Marketing Competencies (DMC)

Module Schedule:

08-09 January 2021 (Friday-Saturday)

15-16 January 2021 (Friday-Saturday)

22-23 January 2021 (Friday-Saturday)

29-30 January 2021 (Friday-Saturday)

Module duration: 20 Hours

MODULE DESCRIPTION

In the context of the 4th industrial revolution “Digital Marketing Competencies” (DMC) is essential for anyone involved in planning, implementation, or evaluation of communications through digital media, particularly in social media. Moreover, Covid-19 has changed several dimensions in the business environment over the globe; thus, it has put more emphasis on digital media for reaching target audience. Specifically, this course is designed for those who would like to enhance their digital marketing capabilities for excelling in their professions and businesses.

Therefore, this program aims to enable participants to develop an understanding of the fundamental elements of any social and digital marketing strategies, independently as well as a part of stakeholder communication. This module will also focus on planning, creating, and effectively managing search, social media, mobile, and email marketing campaigns. It will, therefore, take a strategic orientation and introduce participants to the theories, concepts, models, techniques, and current best-practices for integrating your digital marketing plans into your overall marketing strategy.

FEES

Each participant will have to pay total BDT 22,000/= as course fees which include tuition fees, cost of lecture materials, stationeries, refreshment and certification etc.

MODULE ASSESSMENT

The success of this module is dependent upon each participant being fully prepared for each session and participating in the class discussion. The instructor will be an active member of the discussion group. Independent thinking is encouraged, and friendly disagreements are anticipated. The final assessment will be based on:

Program Attendance	: 20%
Assessments (Quiz)	: 50%
Project & Presentation	: 30%

REFERENCE TEXT

- Digital Marketing, Vandana Ahuja, Second edition.
- Marketing 4.0, Moving from Traditional to Digital by Philip Kotler.
- Case and reading materials will be provided by instructors

SESSION PLAN AND TOPICS FOR DISCUSSION

Date	Starting Time	Ending Time	Session #	Topics
Friday, 08 January 2021	2:30 PM	4:30 PM	Session 1	Enhancing Marketing Strategy using Technology 4.0 in a Digital Economy
Saturday 09 January 2021	2:30 PM	4:30 PM	Session 2	Identifying Digital Marketing Needs: An Overview of Positive Social Media Presence, Social Listening & Online PR Management.
Friday 15 January 2021	2:30 PM	4:30 PM	Session 3	Demand Creation & Management using F-Commerce: Tools & Techniques
Saturday 16 January 2021	2:30 PM	4:30 PM	Session 4	Google Adwords: Display, Search Engine Optimization (SEO), Video & Mobile Site Analytics
	4:30PM	5:30PM	Assessment 1	Assessment of Session 1-4
Friday 22 January 2021	2:30 PM	4:30 PM	Session 5	Integrated Digital Marketing Communication including OTT Platform: Principles & Practices
Saturday 23 January 2021	2:30 PM	4:30 PM	Session 6	Data Analytics for Effective Digital Marketing
Friday 29 January 2021	2:30 PM	4:30 PM	Session 7	Strategic Planning of Digital Marketing in the Context of BOP Market
Saturday 30 January 2021	2:30 PM	4:30 PM	Session 8	Potential Strategic Road Map of Digital Marketing in Pandemic period
	4:30PM	5:30PM	Assessment 2	Assessment of Session 5-8

Module Coordinator

Md. Ridhwanul Haq, PhD

Professor, IBA, University of Dhaka

mrh@iba-du.edu

Management Development Program (MDP)

Room# 402 (3rd Floor), IBA

University of Dhaka, Dhaka 1000

Phone: +88-02-9664691

Cell: 01766993390

E-mail: mdp@iba-du.edu

Website: www.iba-du.edu

Cost and assessment policy of this program shall be in accordance with MDP, IBA-DU