



Management Development Programme (MDP)  
on  
**STRATEGIC DIGITAL MARKETING**

10th March 2022



Sri

Organised by

**SAI RAM INSTITUTE OF MANAGEMENT STUDIES**



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**SAI RAM ENGINEERING COLLEGE**

Accredited by NBA and NAAC "A+" | An ISO 9001:2008 Certified and MHRD NIRF ranked institution

Sai Leo Nagar, West Tambaram, Chennai - 600 044

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**ABOUT US**

SIMS was established with the motto of "Prosperity through Innovative Management" by the Founder Chairman Shri. MJF Ln. Leo Muthu. The offers the post graduate programme leading to the award of MBA degree by the Anna University, approved by AICTE and the government of Tamilnadu. The department is well equipped with modern facilities such as syndicate room, seminar hall, computer center, department library, audio and video facilities and a central library with latest books, national and international journals. The highlights of the institute are that, it was rated with prestigious AAA status by Career 360 during 2017, and also categorized as A+ Grade Institution by Business India, A3 rated B school by AIMA, Platinum category for past 4 years by AICTE-CII survey, Business Today India's Best B-School survey rated among Top 150 B-Schools, and Business Standard rated our institution with A4 category. We engage our students in various societal development activities to provide them the overall exposure to world of business and management by regularly organizing National level seminars, International conferences, and Conduct Workshops and International Student Exchange programs. We also arrange Faculty Development Programs and Workshops sponsored by AICTE and leading well known management associations.

**ABOUT MDP**

A Management Development Program (MDP) on Strategic Digital Marketing is designed to empower marketing professionals with the skills and knowledge needed to thrive in the digital age. This program covers key areas such as digital marketing strategy, social media management, content creation, search engine optimization (SEO), and data analytics. Through a combination of interactive workshops, case studies, and expert-led sessions, participants gain a deep understanding of how to leverage digital platforms to enhance brand visibility and engagement.

The MDP also emphasizes the importance of aligning digital marketing efforts with overall business goals, ensuring that campaigns are not only creative but also results-driven. Participants learn to use advanced tools and techniques to analyze consumer behavior, track campaign performance, and optimize marketing strategies for better ROI. Networking opportunities with industry leaders and peers further enrich the learning experience, providing valuable insights and fostering professional connections. Ultimately, the program aims to equip professionals with the strategic mindset and practical skills needed to lead successful digital marketing initiatives.

**OBJECTIVES**

- ◆ Teach advanced skills in digital marketing
- ◆ Show how to use SEO and data analytics
- ◆ Align digital marketing efforts with business goals

**PROGRAMME SCHEDULE**

**Session – FN :** Green Marketing Practices & Principles.

**Session – AN :** The Triple bottom line of Green Marketing.

**TARGET AUDIENCE**

Middle Level & Senior Level employees of all functional areas.

**REGISTRATION FEE:** Rs.5,000/- per participant. (The DD/Cheque to be drawn in favor of **"SAIRAM ASSOCIATION"** payable at CHENNAI).

**Convenor**

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