

MANAGEMENT DEVELOPMENT PROGRAMME (MDP) ON CONSUMER BEHAVIOUR IN THE DIGITAL AGE

25th August 2021



Sri
SAI RAM ENGINEERING COLLEGE

*An Autonomous Institution | Affiliated to Anna University & Approved by AICTE, New Delhi
Accredited by NBA and NAAC "A+" | An ISO 9001:2015 Certified and MHRD NIRF ranked institution
and*

Sri
Department of Management Studies
SAI RAM INSTITUTE OF TECHNOLOGY

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www.sairamgroup.in



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 In today's digital era, understanding consumer behaviour is more critical than ever for businesses aiming to create effective marketing strategies and enhance customer engagement. The Management Development Programme (MDP) on Consumer Behaviour in the Digital Age is designed to provide professionals with the insights and tools needed to navigate the complexities of modern consumer behaviour. This intensive one-day programme covers the latest trends, analytical tools, and strategic approaches to understanding and influencing consumer behaviour in a digital context.

Participants will gain a deep understanding of how digital transformation affects consumer preferences, decision-making processes, and purchasing patterns. This programme is ideal for marketing professionals, brand managers, digital strategists, and anyone involved in consumer insights and market research.

OBJECTIVES

The MDP on Consumer Behaviour in the Digital Age aims to achieve the following objectives:

Understand Digital Consumer Trends: Equip participants with the knowledge to identify and analyze current trends in digital consumer behaviour.

Enhance Analytical Skills: Provide tools and techniques for effectively analyzing consumer data to gain actionable insights.

Develop Digital Marketing Strategies: Enable participants to design and implement marketing strategies that resonate with digitally savvy consumers.

PROGRAMME SCHEDULE: Session – FN – Impact of digital transformation on consumer habits - Current trends in online shopping and digital engagement

Session – AN – Crafting effective digital marketing campaigns -

Role of social media and influencers in shaping consumer decisions

WHO WHOM ?

Middle Level & Operational Level employees of all functional areas and exclusively for Sri Lanka corporate people

VENUE: Philip Kotler Hall.

REGISTRATION FEE: Rs.6,500/- per participant. (The DD/Cheque to be drawn in favor of "SAIRAM ASSOCIATION" payable at CHENNAI)

Convenor

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