

Our other
Management Development Programmes

Sl. No.	Programme Title	Dates
1.	Leveraging Social Media for Business Intelligence	April 23, 2018
2.	Advanced Management Programme	May 7-9, 2018
3.	Geopolitical Risk and Business Preparedness	May 24, 25, 2018
4.	Data Summarization and Presentation for Non-Technical Executives	May 28-29, 2018
5.	Effective Purchasing Skills & Strategic Sourcing	June 4-5, 2018
6.	Training of Trainers	June 11-13, 2018
7.	Quality Analytics	July 16-17, 2018
8.	HR Analytics	July 23-24, 2018
9.	Advanced Excel Training	July 26-27, 2018
10.	Developing an Intrapreneurial Mindset for Effective Leadership	July 30-31, 2018
11.	Finance for Non-Finance Executives	August 6-7, 2018
12.	Data Analytics for Expanding Markets	August 9-10, 2018
13.	Effective Communication for Women in the Workplace	August 20-21, 2018
14.	Decision Making Techniques for Managers	August 30-31, 2018
15.	Effective Negotiation Skills	September 4-6, 2018
16.	Hands on Workshop on Microsoft Excel Macros-2016	September 7, 2018
17.	Project Management	September 10-11, 2018
18.	Financial Management for Public Sector Enterprises	September 12-14, 2018
19.	Effective Communication and Presentation Skills	September 17-18, 2018
20.	Enhancing Personal Branding-Building Your Pathway to Professional Success	October 8-9, 2018
21.	A Handshake with Disruptive Digital Technologies	October 15-16, 2018
22.	Crisis Communication	October 25-26, 2018
23.	Executing Strategies in World of Constant Disruptions	October 29-30, 2018
24.	Coaching & Mentoring for Personal and Professional Success	November 1-2, 2018
25.	Business Environment in the Middle East and Africa	November 15-16, 2018
26.	A Consultants Tool-Kit for Solving Strategic Problems & Enhancing Business Performance	November 19-20, 2018
27.	Making the Supply Chain Responsive	November 21-22, 2018
28.	Retirement Planning for Seeking Financial Freedom	November 26-27, 2018
29.	Nurturing the 5th Dimension of Leadership	November 27-28, 2018
30.	Managerial Leadership and Team Building	December 3-4, 2018
31.	Enhancing Assertiveness and Positive Attitude	December 10-11, 2018
32.	Creating Winning Sales Teams	December 17-18, 2018
33.	Digital Communication	January 10-11, 2019
34.	Enterprise Risk Management for Creating Risk Intelligent Organisation	January 14-15, 2019
35.	Strategic CSR: From Agenda Building to Impact Measurement	January 17-18, 2019
36.	Foreign Exchange Risk Management	February 4-5, 2019
37.	The New Indian Consumer: Winning Concepts and Practices	February 21-22, 2019
38.	Pricing and Application of Financial Derivatives	February 27-28, 2019

ABOUT THE INSTITUTE

FORE School of Management (FORE) has been established by the Foundation for Organisational Research and Education, a non-profit organisation, with a mission "To achieve and sustain Leadership in Management Education, Research, Consultancy and Development".

Programmes and Accreditations:

- The PGDM, PGDM (IB) & PGDM (Financial Management) courses at FORE are AICTE (All India Council for Technical Education) approved.
- The PGDM and PGDM (IB) courses are accredited by National Board of Accreditation (NBA).
- The PGDM and PGDM (IB) courses are equivalent to MBA. Equivalence permission is granted by Association of Indian Universities (AIU).
- FORE has been awarded "SAQS Accreditation" by Association of Management Development Institutions in South Asia (AMDISA).
- FORE has set up a state-of-the-art Studio at its Campus to conduct Online Executive Education Programmes for Working Professionals and has been successfully conducting variety of such online certification courses.

Eminent academicians with many years of experience and experts from industry, recognized nationally and internationally, constitute faculty at FORE. FORE has in-house training facilitators in the field of Communication, OB & HR, Finance, Operations, Marketing, IT, International Business and Strategic Decision Making.

With a sharp focus on Management Education, Executive Education Programmes/MDPs, Consulting and Research, FORE stands amongst the Top Business Schools in the country.

FORE conducts MDPs to equip managers with knowledge, skills and attitudes required for effectively responding to global developments and competitive requirements. Our MDPs are designed with an appropriate blend of conceptual and experiential learning. Apart from open programmes, FORE conducts customized In-Company Programmes tailored to suit organisation's needs on topics/areas specifically required by an organisation. These Management Development Programmes (MDPs) are either custom-designed to suit client requirements or are offered by faculty on a specific theme to meet various client needs.

For any other information, please contact:

Executive Education Office

FORE School of Management

Adhitam Kendra

B-18, Qutub Institutional Area, New Delhi 110016.

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Management Development Programme

on

Digital Communication

January 10-11, 2019

FORE Campus, New Delhi

Programme Director:

Prof. Payal S. Kapoor



Imparting Knowledge for Exploring New Horizons



DESIGNED BY: ALPS PRINTERS



**FORE School of Management
New Delhi**

Introduction

Increasing usage of Digital platforms, both by the consumer as well as marketer has altered customer-marketer-brand relationship at several points of the consumer decision journey. Digital platforms has not only got consumers connected, has allowed marketer to engage with the consumer which was not possible earlier. There is a surge in the ways digital platforms are being used regardless of the industry, domain, or location. Every business needs to understand the power of digital marketing strategies to reach to their audience and market their offerings. This program will introduce several new frameworks, case studies and applications of digital marketing strategies in different organizations.

Objectives

- Understanding digital media vis-à-vis traditional media
- Develop understanding of user behavior on digital platforms
- Develop understanding regarding digital strategies to be adopted to reach out to customers via social media and other digital platforms
- Understand how digital backed marketing strategies can be leveraged in business - marketing communication, reputation management and customer service.
- Introduce tools and methods for digital monitoring and research

Contents

- Marketing Strategies for the Digital World
- Content marketing in the digital age
- Marketing mix of Digital Marketing
- Digital Advertising: Search and Display
- Web development, design and copy
- Search engine optimization, e-mail marketing
- Social Media Marketing: Facebook, Twitter, LinkedIn
- Web Analytics

Who Should Attend

The program is designed to appeal to middle to senior level marketing professionals. Brand managers/ product managers and marketing professionals involved in consumer markets will benefit the most from this program.

Methodology

The pedagogical mix for the program will be a judicious combination of lectures, interactive exercises and cases discussion for learning and conceptual understanding.

Duration & Venue

Dates: January 10-11, 2019

Venue: FORE School of Management, B-18, Qutub Institutional Area, New Delhi 110016

Fee

Non-residential: Rs. 16,000 per participant (plus GST @18%) covering professional fee, programme kit and tea/lunch.

Residential: Rs. 28,000 per participant (plus GST @18%) covering professional fee, programme kit and boarding and lodging (air conditioned single room) at Hotel Residency Resorts (P) Ltd./Qutab Residency, New Delhi or equivalent from **noon of January 9, 2019 till noon of January 12, 2019.**

Discounts

- Early bird discount of Rs. 2,400 per participant for nominations received on or before January 1, 2019.
- One complimentary nomination on non-residential basis for every group of three nominations from the same organization, i.e., 3+1 participants for the fee of 3 participants.

Fee is payable in advance by way of Local Cheque / DD in favor of "FORE School of Management" payable at New Delhi. You can also make online payment of fees by logging on to FORE website http://www.fsm.ac.in/exe_openmdpcalendar20182019.html

Registration

The registration form duly filled in along with the Programme fee should reach us at least 7 days before the commencement date of the Programme. You can also register & pay online by logging on to FORE website http://www.fsm.ac.in/exe_openmdpcalendar20182019.html. In case of subsequent withdrawal or cancellation of registration no refund of fee will be allowed. However, substitute(s) may be permitted with prior intimation.

Certificate of Participation

The Institute issues a certificate of participation on conclusion of the programme.

Faculty

The faculty members of the Institute will take the programme sessions, except for a few sessions that may be taken by guest speakers.

Programme Director

Prof. Payal S. Kapoor Assistant Professor in the area of Marketing, has industry experience of close to six years and academic experience of three and a half years. She has handled various leadership roles in the function of Sales and Marketing and her last industry assignment was with Entertainment Network India Ltd. (Radio Mirchi, Delhi). She has keen interest in Digital Marketing and has successfully conducted Management Development Programmes in the area. Her research interest focused on understanding electronic word-of-mouth behaviour on social media. She can be reached at: <payal@fsm.ac.in>.

FORE School of Management
Management Development Programme

Digital Communication

January 10-11, 2019
Registration Form

Name: _____

Designation: _____

Organisation: _____

Office Address: _____

Phone: Office _____

Mobile: _____

Email: _____

Fax: _____

Your expectations from the Programme: _____

Residential / Non Residential _____

Payment Options

Online Payment

Programme fees can be paid through credit / debit card / net banking. Please logon to FORE website http://www.fsm.ac.in/exe_openmdpcalendar20182019.html for online registration and payment.

Offline Payment

Programme fees can be paid through Local Cheque / DD
If attached please give details

Local cheque / DD No. _____ Date _____ Amount _____

Signature

(Please return the completed form by post
or email: exed@fsm.ac.in, to:

Executive Education Office
FORE School of Management
B-18, Qutub Institutional Area
New Delhi 110 016

Note: Please feel free to make copies of this form for additional registrations.