



Dr. Harisingh Gour Vishwavidyalaya  
(A Central University)  
Sagar, Madhya Pradesh (India)



Global Initiative of Academic Networks



Ministry of Human Resource Development  
Government of India

A Course Under  
Global Initiative of Academic Networks  
Ministry of Human Resource Development  
Government of India

on

# DIGITAL AND SOCIAL MEDIA MARKETING IN EMERGING MARKETS

14<sup>th</sup> October - 20<sup>th</sup> October 2016



By Foreign Expert Faculty  
**Professor Yogesh K. Dwivedi**  
School of Management  
Swansea University, Wales  
United Kingdom

Course Coordinator  
**Dr. Ashish Gupta**  
Department of Business Management  
Dr. Harisingh Gour Vishwavidyalaya  
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## SCOPE OF THE PROGRAM:

MHRD has approved a new program titled 'Global Initiatives of Academic Networks' (GIAN) in higher education aimed at tapping the talent pool of academicians, researchers and entrepreneurs, internationally to encourage their engagement with the institute of higher education in India so as to augment the country's existing academic resource, accelerate the pace of quality reform, and elevate India's scientific, technological and managerial capacity to global excellence in order to garner the best international experience into our system of education, enable interaction of students and faculty with the best academic and industry experts from all over the world and share their knowledge and expertise to motivate people to explore and work on Indian environment.

In this direction, Department of Business Management, Dr. Harisingh Gour Vishwavidyalaya, Sagar, Madhya Pradesh (India) is conducting a one week course on "**Digital and Social Media Marketing in Emerging Markets**". This course will be delivered by the foreign expert faculty Prof. Yogesh K. Dwivedi from Swansea University, Wales, United Kingdom. This course will cover sharing of knowledge and expertise in the area of digital and social media marketing with lectures in various aspects of digital marketing strategy, implementation and executional considerations. This Program gives an overview and basic understanding of key aspects of Digital Marketing, Social Media Marketing and tries to ensure that you equipped with new insights, understanding and techniques. Organization of MHRD-GIAN program would be of great importance which aims to develop new paradigms in digital and social media marketing for business and research.

## PATRON

**Prof. Raghavendra P. Tiwari**

Vice-Chancellor

Dr. Harisingh Gour Vishwavidyalaya, Sagar, Madhya Pradesh (India)  
(A Central University)

**Prof. R. A. Singh**

Director  
Academic Affairs

**Prof. G. L. Puntambekar**

Dean  
School of Commerce & Management

**Prof. Y. S. Thakur**

Head  
Department of Business Management

**Dr. Devasish Bose**

MHRD GIAN - Local Coordinator  
Department of Criminology & Forensic Science

## COURSE COORDINATOR

**Dr. Ashish Gupta**

Assistant Professor

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University web: <http://www.dhsgsu.ac.in>

## WHO CAN PARTICIPATE:

Academician and researcher with research interest in digital and social media marketing are welcome to participate in this course. Students at the Under Graduate, Post Graduate, Doctoral (Ph.D.) level, and Post-Doctoral fellows are also encouraged to participate in the program.

Industry members are particularly stimulated to participate with a vision to move further in establishing platforms in digital and social media marketing as emerging business opportunity.



## COURSE SCHEDULE:

### DAY-1: 14-10-2016 (FRIDAY) - DIGITAL MARKETING: AN OVERVIEW

10:00 AM - 11:00 AM	Session 1 : Inaugural ceremony: Introduction to the program
11:00 AM - 11:30 AM	Tea Break
11:30 AM - 13:00 PM	Session 2 : Defining digital marketing; Adoption of technology and consumer behavior
13:00 PM - 14:30 PM	Lunch Break
14:30 PM - 16:00 PM	Session 3 : Digital marketing strategy; Need and basis for formulating digital marketing strategy; Influence of digital technology on the traditional marketing mix (4Ps)
16:00 PM - 16:30 PM	Tea Break
16:30 PM - 17:30 PM	Session 4 : Alternative digital advertising and marketing channels

### DAY-2: 15-10-2016 (SATURDAY) - SEARCH ENGINE OPTIMIZATION AND WEB ANALYTICS

09:30 AM - 11:00 AM	Session 1 : Importance of search and search engine marketing; Optimizing website for the search engines; Website links
11:00 AM - 11:30 AM	Tea Break
11:30 AM - 13:00 PM	Session 2 : Pay per click advertising; Black hat SEO; Negative SEO
13:00 PM - 14:30 PM	Lunch Break
14:30 PM - 16:00 PM	Session 3 : Website analytics; Web server logs; Page tagging; Cookies and privacy issues
16:00 PM - 16:30 PM	Tea Break
16:30 PM - 17:30 PM	Session 4 : Cases/Group Discussion/ Video Demonstration

### DAY-3: 16-10-2016 (SUNDAY) - SOCIAL MEDIA MARKETING

09:30 AM - 11:00 AM	Session 1 : Describing the term 'Social Media'; Potential benefits of engaging with customers through online social channels; Social bookmarking
11:00 AM - 11:30 AM	Tea Break
11:30 AM - 13:00 PM	Session 2 : Social media submission sites; Forums and discussion sites; Reviews and rating sites; Social network sites
13:00 PM - 14:30 PM	Lunch Break
14:30 PM - 16:00 PM	Session 3 : Blogs; Micro blogging; Wikis; Podcasting; Google alerts; Really simply syndication (RSS)
16:00 PM - 16:30 PM	Tea Break
16:30 PM - 17:30 PM	Session 4 : Cases/Group Discussion/ Video Demonstration

### DAY-4: 17-10-2016 (MONDAY) - ADVANCES IN RESEARCH ON SOCIAL MEDIA IN THE MARKETING CONTEXT

09:30 AM - 11:00 AM	Session 1 : Towards a marketing oriented definition of social media; Emerging research themes
11:00 AM - 11:30 AM	Tea Break
11:30 AM - 13:00 PM	Session 2 : Online brand communities; Impact of culture
13:00 PM - 14:30 PM	Lunch Break
14:30 PM - 16:00 PM	Session 3 : Discussion: Limitations and directions for future research
16:00 PM - 16:30 PM	Tea Break
16:30 PM - 17:30 PM	Session 4 : Cases/Group Discussion/ Video Demonstration

### DAY-5: 18-10-2016 (TUESDAY) - E-MAIL, AFFILIATE AND MOBILE MARKETING

09:30 AM - 11:00 AM	Session 1 : E-mail Marketing: Importance; New paradigms
11:00 AM - 11:30 AM	Tea Break
11:30 AM - 13:00 PM	Session 2 : Affiliate Marketing: Overview; Critical success factors
13:00 PM - 14:30 PM	Lunch Break
14:30 PM - 16:00 PM	Session 3 : Mobile Marketing: Traditional concepts and their ramifications; Channel structure; Online channel media
16:00 PM - 16:30 PM	Tea Break
16:30 PM - 17:30 PM	Session 4 : Cases/Group Discussion/ Video Demonstration

### DAY-6: 19-10-2016 (WEDNESDAY) - ELECTRONIC WORD-OF-MOUTH (eWOM) IN THE MARKETING CONTEXT

09:30 AM - 11:00 AM	Session 1 : Traditional word-of-mouth vs electronic word-of-mouth; Engaging in eWOM
11:00 AM - 11:30 AM	Tea Break
11:30 AM - 13:00 PM	Session 2 : Persuasiveness of eWOM communications; Impact of eWOM; Managing eWOM
13:00 PM - 14:30 PM	Lunch Break
14:30 PM - 17:30 PM	Session 3 : Evaluation of Participants

### DAY-7: 20-10-2016 (THURSDAY) - VALEDICTORY FUNCTION

10:00 AM - 11:00 AM	Session 1 : Participants Feedback
11:00 AM - 12:00 PM	Session 2 : Closing Ceremony / Certificate Distribution



## REGISTRATION FEES:

Participants from abroad

- US \$ 200

UG/PG Students/Ph.D./Post Doc

- INR 1000/-

Faculty/Data Scientists/ Researchers - INR 2500/-

Participants from Industries

- INR 5000/-

**Note:** Registration fee includes only study material.

## ACCOMMODATION:

Accommodation, if required could be arranged for the participants on payment basis subject to availability. For accommodation booking participant may contact the course coordinator.

## REGISTRATION PROCESS:

MHRD-GIAN is a global program where participants are requested to register online at the GIAN portal: <http://www.gian.iitkgp.ac.in>. Follow instructions at "**Course Registration Portal**" and submit login information with brief academic details. One time registration fee INR 500/- is to be paid online for registration at GIAN Portal (After registration at GIAN portal participants can select any number of courses using the same login). Participants then need to select course on '**Digital and Social Media Marketing in Emerging Markets**' from the list of courses at "**Course Registration**". Selected participants will be informed via e-mail and they need to submit the "**Course Registration Fee**" by Demand Draft in the favour of "**Registrar, Dr. Harisingh Gour Vishwavidyalaya, Sagar, Madhya Pradesh**" to the course coordinator.

## HOW TO REACH:

Sagar is the divisional head quarter and is well connected via rail and road. Sagar railway station is registered as Saugor (Station Code- SGO) in Railway time table. Saugor station is located on Bina-Katni section of West Central Railway. It is directly connected by train to Bina (75 Km), Jabalpur (279 Km), and Jhansi (200 Km). Sagar is connected with all season roads with Bhopal (190 Km), Jabalpur (185 Km), Jhansi (200 Km), and Bina (75 Km). Nearest airport-Bhopal (200 Km).



## ABOUT THE FOREIGN EXPERT FACULTY:



**Professor Yogesh K. Dwivedi** is Director of Research at School of Management, Swansea University, Wales, United Kingdom. His research interests are in the area of Information Systems (IS) including the adoption and diffusion of emerging ICTs (e.g. broadband, RFID, e-commerce, e-government, m-commerce, m-payments, m-government). His work on these topics has been published in a range of leading academic journals including: Communications of the ACM, European Journal of Information Systems, International Journal of Production Research, and Journal of the Operational Research Society. He has presented his research at key international conferences in Asia, Australia, Europe and North America. He has co-edited more than ten books on technology adoption, e-government and IS theory and had them published by international publishers such as Springer, Routledge, and Emerald. He has acted as Director of PGR students and has examined many doctoral theses from universities in Australia, India and UK. He is involved in the supervision of PhD candidates undertaking research on e-government, e-commerce and IS/IT adoption.

## ABOUT THE COURSE COORDINATOR:



**Dr. Ashish Gupta** is an Assistant Professor of Marketing at Department of Business Management, Dr. Harisingh Gour Vishwavidyalaya (NAAC Accredited 'A' Grade University), Sagar, Madhya Pradesh (India). He earned his Ph.D. in Management from Motilal Nehru National Institute of Technology (An Institute of National Importance Declared by Govt. of India), Allahabad, Uttar Pradesh, India. His research interests are in Marketing Management, Relationship Marketing, Service Quality, Consumer Behaviour, E-Marketing. He has published in various international and national journals like IJCRMM, USA; IJECRM, UK; IJICBM, UK; JDDDM, USA; APJML, UK. He acted as a reviewer for several international journals like Asia Pacific Journal of Marketing and Logistics, Emerald, UK; Journal of Relationship Marketing, Taylor and Francis, UK; Computers in Human Behaviour, Elsevier, UK.