CHANDIGARH UNIVERSITY
Discover. Learn. Empower.

NAAC GRADE A+ ACCREDITED UNIVERSITY

QS UNIVERSITY RANKINGS ASIA
OVERALL RANK 271-280

UNIVERSITY SCHOOL OF BUSINESS



Management Development Program

on

Digital & Social Media Marketing for Small & Medium Enterprises (SMEs) : Online Mode

29th & 30th April, 2022

Organised by

University School of Business, Chandigarh University

www.cuchd.in/usb

Chandigarh University

Chandigarh University is a leading Indian institution offering its students a unique amalgamation of professional and academic excellence. In the QS Asia Rankings 2022, CU made a remarkable debut and ranked among the top 1.7% universities of the continent. The university is among the top 5% institutes in India to be accredited with the prestigious A+ grade by the National Assessment and Accreditation Council (NAAC).

At Chandigarh University, a wide spectrum of programs paired with flexibility, experiential learning and interdisciplinary orientation emancipate our students to explore their interests and pursue their dream careers. Here, we are grooming students to be socially sensitive by intellectually challenging them and through our contemporary diverse culture.

The University provides a global perspective to facilitate our students with international learning opportunities through partnerships with more than 350+ top ranked universities worldwide. Chandigarh University has a cosmopolitan friendly and inclusive atmosphere. It provides optimal learning experiences and services that lead to student success.





About University School of Business

University School of Business (USB) is amongst the leading B-Schools of India, which has earned recognition for its exceptional composition of teaching and experiential learning. The competency directed curriculum puts latest inputs from the industry and from the best leading B- Schools worldwide. The MBA program offered by the USB is accredited by the National Board of Accreditation (NBA). The attribute that makes learning business management exclusive at USB is its specialized teaching-learning approach coupled with research outcomes, industry focus and entrepreneurial zeal backed by world-class facilities. The school is positioned at rank 45 by National Institutional Ranking, Framework, 2021.

Executive Education vertical of University School of Business (USB) is designed to hone the skills of executives and organisations for meeting the global challenges. Participants of the program will get an opportunity to gain valuable insights through broad interaction with the experts of varied disciplines across organizations. Executive Education vertical equips the participants to enhance and nurture their business efficiency in the present competitive environment dominated by technological advancements. The vertical familiarises the participants with the modern tools, techniques and skills across different streams of management such as General Management, Human Resources, Organizational Behaviour & Leadership, Marketing, Finance, Operations Management, Digital Transformation, Information Systems, and Strategic Management etc.

The Executive Education of University School of Business (USB) also offers: Customized Need Based Programs, Open Management Development Programs (MDPs), Faculty Development Programs (FDPs), & Industry Consultancy.

Management Development Program on Digital and Social Media Marketing for SMEs



The Management Development Programme on Digital and Social Media Marketing is designed to offer essential know-how to streamline process of management training and ensure fast growth in career. Digital marketing, simply put, is the art of marketing the products on offer, by means of digital networking via the internet on any technological medium. With the advent of smartphones and other extraordinary sites, almost everything is online! So, it's essential to create an effective Digital Marketing plan and strategy to give your business a boost it deserves. Some companies face a whole different set of challenges when kicking off a digital marketing campaign. It's important for small-and-medium-sized enterprises to face SEO or PPC differently when stuck with a lower budget or fewer resources for campaign management. SMEs and SMBs (small-and-medium-sized businesses) have many similarities – except in the world of technology and software marketing where they differ in sales strategies and employee structure. SMB digital marketing works best with a multi-channel approach that can help build a brand across the most successful strategies – paid-ads, search optimization, and social media – and SME internet marketing isn't much different. This helps individuals who wish to gain rapid growth in their management career and make use of the gained knowledge, skills, insights, and attitudes to manage managers, workers and organisations, efficiently.

Objective of the Program

This Program will empower the participants with:

- Latest trends, best practices and technologies for effective digital and social media marketing.
- Build frameworks for the successful planning and execution of campaign strategies.
- Leverage insights from the digital marketing funnel to reach customers and enhance engagement.
- Measure, Analyse and Optimise campaigns using in-demand metrics and best practices.
- Maximise reach, engagement and conversions with optimised paid campaigns.
- Design and implement search engine and social media campaigns in simulated environments.

Who can Benefit from the Program

- Entrepreneurs
- Small and Medium Enterprise Owners
- Freelancers
- Startups
- Institutions
- Individuals
- Students

Program Content

Module 1

Understanding Digital Marketing

- Fundamentals of Marketing: Journey from Traditional Marketing to Digital Marketing.
- Planning a Digital Marketing Strategy
- Creating Digital Presence

Module 2

Search Engine Marketing & Analytics

- Search Engine Optimisation (SEO)
- Search Engine Marketing: Strategies for Paid Ad Campaigns.
- Creating Digital Strategy for Your Enterprise
- Emerging Technologies for Digital Marketing

Module 3

Social Media Marketing & Content Analytics

- Google Analytics
- Branding & Social Media Marketing
- Creating Promotional Banners
- Email, Display and Social Media Marketing
- Facebook Ecosystem Marketing (FB & Instagram)
- YouTube and Video Advertising
- Remarketing and Retargeting

How To Apply

The registration link and payment details are:
https://www.cuchd.in/usb/business-management/digital-and-social-media-marketing-sme.php

University School of Business
State Bank of India
Acc no: 32914880036
IFSC: SBIN0016413
Branch: Gharuan

Course Registration Fee

INR 3000/-per participant

The applicants are required to send the payment receipt at exeed.usb@cumail.in

Note* Registration charges are non-refundable but transferable.
All the participants will be given an E-certificate for the program.

Program Coordinator

Dr. Shanul Gawshinde
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Duration:	Program Commencement:	Program Conclusion:	Venue:
April 29-30, 2022	10:00 AM on April 29, 2022	4:00 PM on April 30, 2022	Online Mode