

Shree Chanakya Education Society's
**INDIRA INSTITUTE OF
MANAGEMENT, PUNE**

"Empowering Minds To Elevate Lives"

An Autonomous Institute Affiliated
to Savitribai Phule Pune University



BROCHURE 2023

**DIGITAL
MARKETING**



PGDDM

**POST GRADUATE DIPLOMA IN
DIGITAL MARKETING**

www.indiraiimp.edu.in

ABOUT IGI

Shree Chanakya Education Society's "Indira Group of Institutes", Pune was established in 1994, with the explicit vision to provide sustainable impetus to the corporate and entrepreneurial abilities in the youth. The realization that a robust framework of education is indispensable for the growth of global leaders, the visionary, Dr. Tarita Shankar, Chairperson, Indira Group, integrated her pursuit of excellence and articulated educational institutions, known as Indira Group of Institutes (IGI), which imbibe human excellence and demonstrate strong social values, with a single minded pursuit of developing the youth to become business leaders.

Unrelenting initiatives by the management team at Indira led to adding of multi-disciplines such as Management, Information Technology, Pharmacy, Commerce, Science, Engineering and Mass Communication to the group and growth has been as deep as it has been wide. With 15 institutions, IGI now offers education right from Kindergarten to Doctorate level studies. IGI believes in the economic independence of individuals. In this endeavor we aim to inspire our post graduate students to create a niche for themselves in the Indian Economic order first, and then compete globally. We owe our gratitude to the Indian Industry for consistently collaborating with us in this endeavor. Renowned industrialists have visited us and tremendously enhanced the morale of our students by sharing their vast knowledge and experience about entrepreneurial opportunities and foster a spirit of entrepreneurship amongst students.



DR. TARITA SHANKAR

Chief Managing Trustee, SCES
Chairperson, IGI



DR. PANDIT MALI

Executive Director, IGI
Director, Indira Institute of
Management,

ABOUT IIMP

Indira Institute of Management Pune is the flagship institute of Shree Chanakya Education Society. IIMP is an autonomous institute affiliated to Savitribai Phule Pune University. The institute offers MBA(PG Program) and BBA (UG Program). The MBA and BBA program affiliated to SPPU and approved by AICTE New Delhi.

IIMP is the very first management institute in Pune and third in Maharashtra to be accredited by the National Board of Accreditation (NBA) of AICTE, New Delhi for MBA course. It is re-accredited for the fourth time up to June 2023. It is a widely accepted fact that rapid economic growth can happen only with the help of amply skilled managers and leaders, who will give the country a desired impetus for the development of each sector. This has become possible with the leap of management education, especially in India. The gamut of this leap has outreached large heterogeneous sections of society across Academia and Industry. What made wonders in the past will become obsolete in the future! Thus, creating new and better courses and customizing them as per the interest of the Industry and students is the need of the current management education system. IIMP strives to achieve the very same objective.

VISION OF IIMP

The Institute offers MBA (PG Program) and BBA (UG Program). The MBA and BBA programs are affiliated to SPPU and approved by AICTE, New Delhi.

IIMP aims to continue to be a Centre of academic excellence in the field of management education with the purpose of developing socially responsible business leaders and entrepreneurs, who are global citizens and will help in creating a world that will uphold and preserve humanity beyond religion and gender.

MISSION OF IIMP

- › To develop managers and entrepreneurs by promoting a learning environment that encourages knowledge inquisitiveness, creative thinking, systems thinking and social intelligence.
- › To contribute to the human capital requirement of the industry by enhancing the employability of the graduates.
- › To sensitize the graduates towards work ethics and social responsibility.
- › To foster strategic alliance with industry for research and its application.



ABOUT THE PROGRAM

Post Graduate Diploma in Digital Marketing

Introduction

The Post Graduate Diploma in Digital Marketing (PGDDM) program enables the students to be confident in handling any challenges in the digital marketing world. They acquire the required skills and knowledge to become an efficient professional in the field of digital marketing. The students learn the practical application of digital marketing tools and techniques to be used effectively for various marketing activities on internet, mobile phones, display advertising, social media marketing etc. Looking at the current trends, it is the need of the hour for organizations to have professionals who can handle the digital marketing activities for their core marketing function. In this context, PGDDM program aims to enrich the skills of future digital marketing professionals.

Level : Post Graduate Diploma

Pattern : CBCS

Commencement : September, 2023

Duration : 09 Months

Study Mode : Full Time

Intake : 60

Eligibility

Passed minimum three-year duration Bachelor's Degree awarded by any of the Universities recognised by University Grants Commission or Association of Indian Universities in any discipline with at least 50% marks in aggregate or equivalent.

Examination

At the end of each semester, there shall be Term End Examination for every course. It shall be based on entire syllabus and will be further divided into 50 marks of Comprehensive Concurrent Assessment, 25 marks of term end written exams and 25 marks of term end practical exams.



This Program is for

- Freshers who want to make a career in digital marketing.
- General marketing professionals who want to leverage digital marketing tools and boost their career growth.
- Business owners who want to leverage the power of digital channels and take their business to next level.

WHY IIMP?

IIMP Campus is one of the finest Management education institutes having best IT education infrastructures in the country. Some distinctive features of our campus:

- 40,000 sq. ft. built-up space• Modern classrooms, syndicate rooms & conference centre
- 400 seating capacity air-conditioned auditorium
- 150 seating capacity air-conditioned convention centre
- Wi – Fi, broadband internet enabled campus
- Well-equipped and maintained computer laboratories
- Industry-driven comprehensive curriculum

Teaching Methodology

- Hybrid mode sessions
- E-learning activities with innovative case-studies and assignments
- Contextual learning with the help of case studies in the classroom

Program Education Objectives

- PGDDM student will showcase relevant skills and domain knowledge required for Digital marketing.
- PGDDM student will be well versed with digital platform, tools, techniques and will be able to provide solutions to business problems in line with the global digital marketing trends.
- PGDDM student will able to leverage the know how about digital marketing platforms, tools and techniques in real world scenario.

Career Opportunities

- › Start a career in digital marketing area
- › Give a boost to your current marketing job
- › Work from home as a freelance marketer
- › Take your business online and let it grow

Placement Pathways

The demand for digital professionals is increasing day-by-day. The opportunities for working professionals is endless and the right skills open up a career path that leads to satisfying, lucrative and exciting. Following are key career streams as mentioned below but not limited to-

- › Web Analytics Manager
- › Interactive Marketing Manager
- › Digital Marketing Manager
- › Content Developer
- › SEO and SEM Professional
- › User Experience Designer
- › Data Analysts
- › Email Marketing Professional

Faculty Profile



Dr. Pallavi Sajanapwar

Deputy Director,
Professor

Dr. Pallavi Sajanapwar is Deputy Director, IIMP is B.E (Electronics), M.B.A. (Marketing), Ph.D (Marketing). She has a rich experience to her credit from Industry as well as Academics. She has four years of experience in the industry and 20 plus years in Academics. Her core subjects of teaching are Marketing Management, Consumer Behaviour, Services Marketing, Business to Business marketing and Quantitative Techniques. She is a Certified Balance Score Card Professional and is registered as a Mentor for centre for small and medium enterprise. For last 18 years she is associated with Indira Institute of Management, Pune as Deputy Director, MBA.



Dr. Digamber K Sakore
Associate Professor

Prof. (Dr.) D K SAKORE (Professor) is B.Tech & PGDM from IIM Ahmedabad. He is NET qualified & Ph.D in Marketing Management. He is associated with Indira Institute of Management, Pune since last 15 years. He has Rich & Diverse Corporate Experience in Sales & Marketing across Industries of 13 years. He is involved in Teaching, Market Research, Corporate Training & Business Consultancy. His areas of interest are Sales & Distribution, Product & Brand Management as well as Rural Marketing. He was awarded “ Best Professor in Marketing Management” at Asia’s Best B-School Awards at Singapore in 2012. He has Total Experience of 28 years including Industry & Academics.



Dr. Sanjay Bhale
Associate Professor

Prof. (Dr.) Sanjay Bhāle has done MSc (Applied Chemistry) and MBA-CSM (chemical sales & marketing management). He has Industrial experience in varied fields – chemical, pharmaceuticals (manufacturing and quality-control), IT/ITES (business development). He received his PhD in management in 2004 and sincethen he is in academics. He has served management institutes including AACSB accredited management institutes.



Dr. Dipanjay Bhalerao
Associate Professor

Dr. Dipanjay Bhalerao holds blend of Industry and academic experience of more than 20 years. He has done PhD, MBA degree in Marketing Management as well as in Materials Management with mechanical engineering degree. He has done Corporate training at organisations such as Gestamp Automotive (Spanish MNC), OBARA India (Japanese MNC) and Kinetic Engineering (Indian Auto Major) to name a few. He is also a startup mentor to many startups originated from Institute. He has authored two books-Text Book on Digital Marketing and Global Strategic Management and has many national and International research publications to his credit.



Dr. Swapnali Amol Kulkarni M. Tech (Gold Medal), Masters in Marketing Management and PhD in Management has a rich experience of 15 years in teaching, developing, mentoring, guiding and training of the student fraternity. She has conducted various Industrial Training Program for Staff on Customer Relationship Management, Sales and Marketing at Industrial organizations in Pune. She has delivered sessions as Resource Person and Keynote Speaker at various levels. She has received the award of "Young Academician – 2018" from CEGR, New Delhi.

Dr. Swapnali Amol Kulkarni
Assistant Professor



He is currently working as a consultant for companies in Education, Technology and FMCG sectors. He is into Marketing and brand building activity for Twitter in India and have worked with Ogilvy by leading the corporate and Finance vertical, providing strategic corporate communication advice to clients. He heads Social Media and online reputation management at Rediffusion Y&R and led the Tata Group mandate for them.

HITESH MOTWANI
CEO –SKILLOPEDIA Training and
Digital Media Marketing



An Industry expert with over 18 years of experience in content creation, content delivery and content marketing across Education, Media and Digital sectors. He has worked as Product Head of Media and Digital marketing with TPL, The Times of India Group – Bennett, Coleman and Co. Ltd, Curator of Media program with TOI and SPJIMR Mumbai GM – ICHIEVE Centre of Excellence Programming Head – Synergy Media Entertainment Ltd. He played a pivotal role in launching PGDDM - Digital media program for TimesPRO

AKRAM SINGH LAMBA
Associate Director,
Innoserv, Expert – Influencer
Marketing & Brand Development



DR NIDHI SINGHAL

Associate Director,
Innoserv and Motivational Speaker
Expert – Corporate Training, Quality
Management & Marketing

Dr. Nidhi Singhal is a highly skilled professional with over 25 years of experience in Corporate tie ups, training, marketing and administration including Global experience from USA. She has served many educational Institutes as a Director. She is known for her administrative and Quality management skills and is passionate about bringing innovation in her work. She holds a vast experience in content creation. She is certified from Dale Carnegie USA for her training skills and has done over 100 corporate trainings and Institutional trainings. Not only the trainings she is also known as a motivational speaker.



ROSHINI TARANA

Director –Champstation and Expert
Digital Media Strategy & Planning

She is a passionate trainer and enjoys sharing knowledge and expertise with college students. A scientist turn marketer she holds unique marketing skills through the foundation of her own brand Champstation. She trains entrepreneur and business firms to formulate digital media strategies and right type of audience.



Kunal Jha

Digital Marketing Guru and Expert in
Website Designing, SEO and SEM

Kunal Jha has an experience of over 15 years in multiple marketing functions with brands like Tata Chroma, Van Heusen and faculty at Times Pro, Delhi School of Internet Marketing, Skill Shiksha, Tata Institute of Social Sciences, Sunstone University etc. He also runs an online training program in digital marketing and is referred to as Digi-Guru, wherein he has trained over 10000 students. He also runs the globally top ranked, Google featured Blog on Search Engine Marketing

MASTER DIGITAL MARKETING TOOLS



GET DIGITAL MARKETING CERTIFICATIONS



COURSE STRUCTURE

Sem	Course code	Course Title	Credits	Evaluation		
				Internal	External	Total
I	Core Compulsory Subjects					
	GC10DM-101	Fundamentals of Digital Marketing	4	50	50	100
	GC10DM-102	Marketing Management	4	50	50	100
	GC10DM-103	Search Engine Optimization and Marketing	4	50	50	100
	GC10DM-104	Data Protection Laws and Data Privacy	4	50	50	100
	Elective Subjects (Any two)					
	GE5CDM-105	Content Marketing	2	50	0	50
	GE5CDM-106	Email and Mobile Marketing	2	50	0	50
	GE5CDM-107	Website Design and Development	2	50	0	50
		Semester 1 Total	20	30	20	500
II	Core Compulsory Subjects					
	GC10DM-201	Digital Analytics I- Google Analytics Tools	4	50	50	100
	GC10DM-202	Tools in Social Media Marketing	4	50	50	100
	Elective Subjects (Any two)					
	GE5CDM-203	Digital Marketing Channels	2	50	0	50
	GE5CDM-204	E-Customer Relationship Management (E-CRM)	2	50	0	50
	GE5CDM-205	Data Visualization with Tableau	2	50	0	50
	Internship Compulsory					
	GC20DM-206	Industry Internship Project	8	100	100	200
		Semester 2 Total	20	300	200	500
		Grand	40	600	400	1000



INDIRA

Shree Chanakya Education Society's

INDIRA INSTITUTE OF MANAGEMENT, PUNE

"Empowering Minds to Elevate Lives."

ADDRESS

85/5-A, "TAPASYA", New Pune-Mumbai Highway, Tathwade,
Pune – 411 033

Phone Number: (020) 66168262

www.indiraiimp.edu.in

FOR MORE INFORMATION

Mr. Mehul Saudagar - +91 9922663335

Email id – pg.diploma@indiraiimp.edu.in