



upGrad

&



Institute of
Management Technology
Ghaziabad, Delhi NCR

PG Program in Management Specialisation in Sales and Digital Marketing

11 MONTHS | PART-TIME

Indian Sales and Digital Marketing ecosystem has seen an exponential rise with e-commerce taking tight grip over the common masses along with the traditional mainstream media and sales channels. We are at an exciting juncture in the business and economic history of India and need to market our products in the best way possible to compete with multiple players in the market. As more products are being launched everyday, there is an increased demand for qualified, well-rounded sales and marketing professionals to take them to the market in the most effective way.

To become a successful sales and marketing professional in today's world, you need to have an in-depth understanding of what marketing means in the digital age, how to build a brand that your customers can connect with and achieve ROI in the process.

If you are reading this, you may wish to accelerate your career in Sales and Management domain. With upGrad, we promise to equip you with the perfect mix of business acumen and technical capabilities to help you achieve exactly the same.

Ronnie Screwvala

Co-founder & Chairman
upGrad





**Institute of
Management Technology**

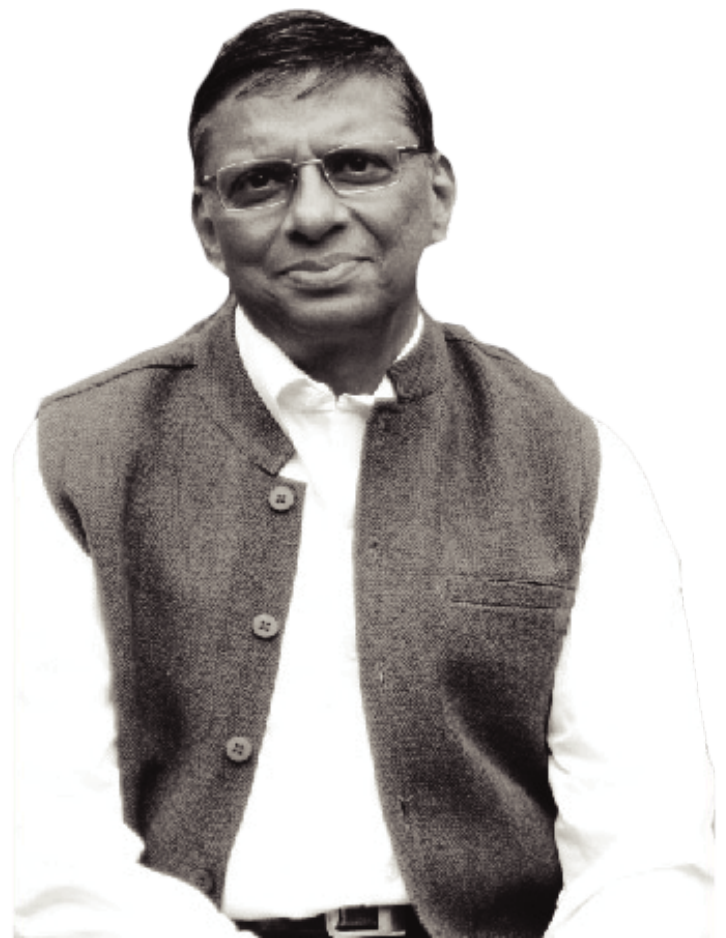
Ghaziabad, Delhi NCR

Established in 1980, Institute of Management Technology Ghaziabad (IMTG) is India's premier management school and is only the 4th business school in the country accredited by the coveted AACSB. Strategically located in Delhi-NCR region, IMTG has distinct focus on grooming leadership through Innovation, Execution and Social Responsibility.

IMT Ghaziabad is the proud alma mater of more than 300 C-suite executives which include renowned personalities like Sachin Pilot, Prasoon Joshi, Nimmagadda Prasad, to name a few. With special focus on Sales and Marketing, Finance and HR, thousands of professionals serving in leadership positions in the best-known organisations in India and around the world, are a part of the IMTG network.

Asish K Bhattacharyya

Director
IMT Ghaziabad



INSIGHTS FROM ACADEMICIANS & INDUSTRY EXPERTS



RASHMI K AGGARWAL
Professor - Economic Environment
IMT Ghaziabad



ASISH K BHATTACHARYYA
Director
IMT Ghaziabad



JYOTI KAINTH
Assistant Professor - Marketing
IMT Ghaziabad



ANAND KHANNA
Associate Professor - Marketing
IMT Ghaziabad



ANIL MENGHANI
Chief Sales Officer
Netcore Solutions



APURVA CHAMAIRA
Chief Revenue Officer
RateGain



DIPANJAN GHOSH
Sales Manager- FDM
Glanbia



VINEET SINGH
Chief Business Officer
Mobikwik



GAYATRI CHANDRASEKHRAN
VP & Chief Sales Officer
HCL



ATUL MEHTA
Head of Sales
Razor Pay

WHY THIS PROGRAM WITH UPGRAD & IMT GHAZIABAD?



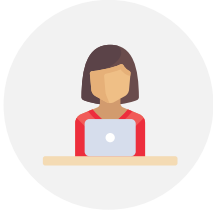
**INDUSTRY RECOGNISED
PG CERTIFICATION**



**BETTER CAREER
OPPORTUNITIES**



**IMT GHAZIABAD
ALUMNI STATUS**



**FLEXIBLE LEARNING WITHOUT
LEAVING YOUR JOB**

PROGRAM HIGHLIGHTS



Career Growth & Support

- Get recognized as an alumnus of one of India's top-ranked MBA college and also access to IMT Ghaziabad alumni job portal.
- Land jobs at top companies through our 1:1 industry mentoring, CV & interview preparation, mock hiring tests and upGrad's career support with its industry partners.
-



Industry Relevant Curriculum & Offline Networking

- Become future ready by mastering the concepts through 13 industry designed case studies and projects, 2 live projects and 3 mentorship sessions.
- Participate in offline Base Camps and 3 meetups with peers, industry leaders, and faculty to grow your network.
- Exclusive two-day workshop at IMT Ghaziabad campus on social media, analytics, CRM and soft skills, complementary for our top 50 performers



Easy and Flexible Learning

- Earn credentials while staying on the job.
- Access the content through the website and mobile app anywhere anytime.
- No final exams.
-

PROGRAM CURRICULUM

**Note: This curriculum is subject to change based on inputs from IMTG and Industry.*

COURSE 1: FUNDAMENTALS OF SALES AND MARKETING

- **CONSUMER BEHAVIOUR**

Introduction to the Study of Consumer Behavior, Consumer Decision Making Process, Psychological Influences on Consumer Decision Making, Models of Consumer Behaviour, B2B Buying

- **FUNDAMENTALS OF MARKETING**

Introduction to Marketing, STP, Marketing Mix or 4Ps, Elements of a Brand, Competitor Analysis, Analyzing Market Potential, Consumer Funnel

- **EVOLUTION OF SALES AND MARKETING**

Sales Team Structure across Organisations, Digitization's Impact on Sales and Marketing

COURSE 2: MARKET RESEARCH AND CONSUMER BEHAVIOR

- **RESEARCH DESIGN AND SECONDARY RESEARCH**

Research Design, Secondary Research

- **PRIMARY RESEARCH**

Qualitative Research: Classic and Contemporary methods, Survey Design, Measurement, Sampling and Experimentation

COURSE 3: COURSE 3: INTRODUCTION TO MANAGEMENT AND LEADERSHIP

- **COMMUNICATION SKILLS FOR LEADERSHIP**

Non-verbal Communication, Emotional Intelligence, Oral Communication Skills, Effective Business Writing

- **PERSONAL BRANDING**

Personal Brand Vision, Online and Offline Assets for Personal branding, Monitoring Brand

COURSE 4: MARKETING CHANNELS AND PLATFORMS - I

- **OFFLINE MARKETING CHANNELS**

Event Marketing, Outdoor Advertising, Television and Radio Advertising, Print Publication Advertising

- **SOCIAL MEDIA MARKETING**

Establishing a brand's social identity, Formulating Social media strategy, Measuring and optimising social media performance, Social Media Ad Platforms Walkthrough, Social Media Management and Listening Tools Walkthrough

- **SEARCH ENGINE OPTIMIZATION**

Creating an SEO Strategy, Executing SEO strategy, Analysing SEO gaps and optimise, Google Webmaster and Woorank Walkthrough

COURSE 5: ACCOUNTING AND FINANCE

- **BASICS OF ACCOUNTING**

Financial statements - balance sheet, profit and loss statement and cash flow statement, ratio analysis - liquidity, solvency, profitability and efficiency ratios

- **PROJECT EVALUATION**

Time Value of Money, NPV, IRR, Payback Period, Profitability Index, Project Risk - Sensitivity Analysis, Scenario Analysis

- **WORKING CAPITAL MANAGEMENT**

Cash Operating Cycle, Cash Conversion Cycle, Working Capital Calculation and Management

COURSE 6: BUSINESS ANALYTICS

- **FUNDAMENTALS OF ANALYTICS**

Data Visualization, Univariate Analysis, Population Mean Interval Estimation, Population Variance Interval Estimation

- **HYPOTHESIS TESTING**

Testing using Normal distribution, t-distribution and Chi-Squared distribution, One-tail and Two-tailed tests, Errors in hypothesis testing, A/B Test

- **REGRESSION ANALYSIS AND FORECASTING**

Covariance, Correlation, Regression, Model evaluation techniques, Confusion Matrix Forecasting methods, Sales forecasting

COURSE 7: HR MANAGEMENT, ETHICS AND LEGAL

- **INDIVIDUAL, GROUP AND ORGANISATIONAL BEHAVIOUR**

Motivation, Conflict and Stress Management, Organisational Design in the Digital Age, Interpersonal Interactions, Perception, Power and Influence at Work, Organisational Culture

- **HUMAN RESOURCE MANAGEMENT**

Role of HR and HR Processes, HR Process Integration with relevant tools, Emerging Trends in HRM

- **BUSINESS LAW**

Contracts and Agreements: The Indian Contract Act, Companies and Organisations: The Companies Act, Business Partnerships: The Partnership Act

- **BUSINESS ETHICS**

Introduction to Business Ethics, Decision Making Frameworks for Ethical Dilemmas, Ethics in various Business Functions, Corporate Social Responsibility

COURSE 8: BUSINESS STRATEGY

- **OPPORTUNITY ANALYSIS & DEVELOPING A COMPETITIVE POSITION**

Market sizing, Tools for Industry Analysis - is- Porter's 5 forces, PESTEL Analysis, Tools for Internal Analysis - BCG Matrix, Business Model Canvas Developing a competitive position

- **FORMULATING AND IMPLEMENTING A GROWTH STRATEGY**

Determining growth strategies using Ansoff Matrix
Choosing between one of the four growth strategies
Implementing a growth strategy

COURSE 9: MARKETING CHANNELS & PLATFORMS - II

- **SEARCH ENGINE MARKETING**

SEM Fundamentals, SEM campaign setup, Measuring and optimising SEM campaigns, and Google Adwords Walkthrough

- **EMAIL MARKETING**

Understanding Email marketing, Drafting an email strategy, Building and Managing an email list, Email Automation, Email Marketing Analysis and Optimization, Autopilot (Email Automation Tool) Walkthrough

- **SEARCH ENGINE MARKETING**

Objectives of SEM, Google Ad Rank Auction, How to run ads on Google ADs platform, measuring and optimization fo ad campaigns based on marketing objectives

- **WEB ANALYTICS**

Data Collection & Processing, Google Analytics Account Structure, Google Analytics Walkthrough, Data-driven Decision Making, App Analytics, Custom Excel Reports

- **INTEGRATED MARKETING**

Building a robust Digital Marketing plan, Mapping the marketing plan to user journey, B2B and B2C examples of building a digital marketing plan, Business Analytics for Digital Strategy

COURSE 10: DISTRIBUTION MANAGEMENT

- **TERRITORY MANAGEMENT**

Territory Objectives and Decisions, Developing territories, Territory Management System

- **CHANNEL MANAGEMENT**

Objective of Channel Intermediaries, Functions of a Channel, Evaluation of Alternatives, Distribution Channels Segmentation, Designed Channel Implementation, Introduction to Wholesaling and Retailing, Strategic Issues in Retailing, Strategic Issues in Wholesaling, Managing Channel Conflicts

- **TEAM MANAGEMENT**

Sales Personnel selection, Importance and types of Sales Training, Designing, Implementing and Evaluating Sales training programs, Sales Compensation Plans and Team Evaluation

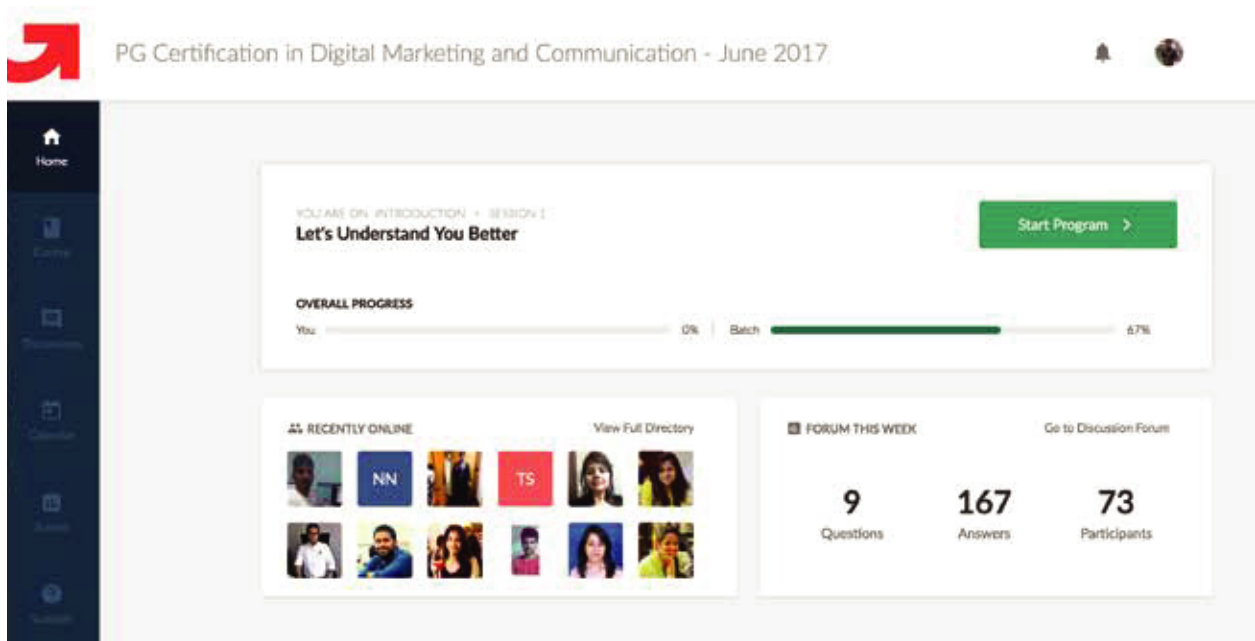


A GLIMPSE OF THE UPGRAD LEARNING PLATFORM

**Note: This is just a demo of the platform and not this particular program*

Home Screen

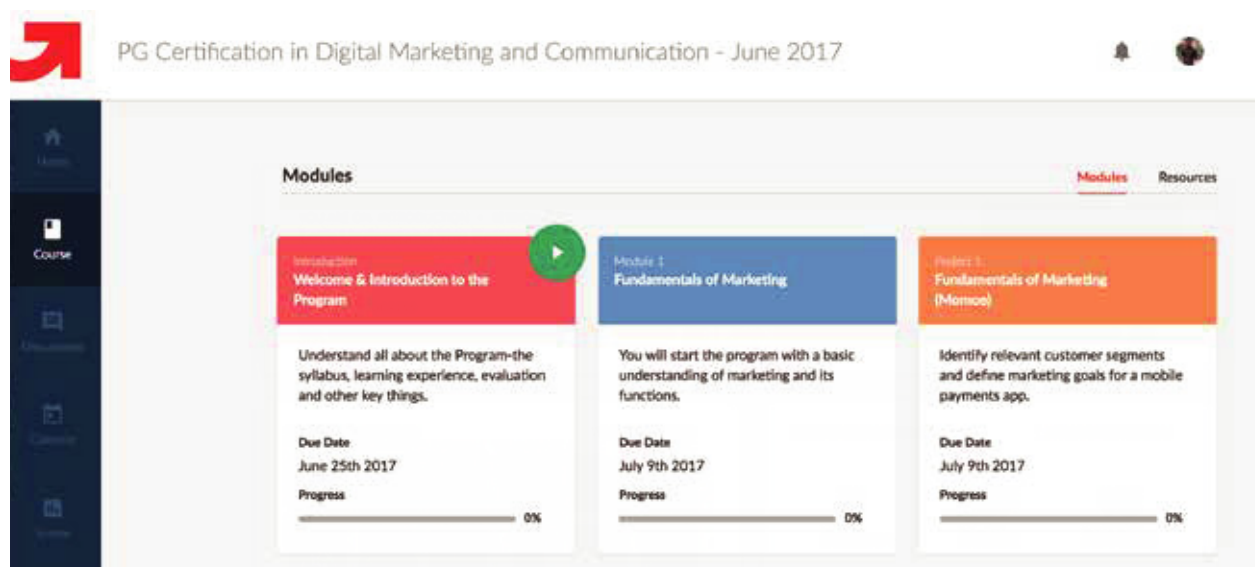
A summary of your program activities



The Home Screen displays the program title "PG Certification in Digital Marketing and Communication - June 2017" at the top. A sidebar on the left contains navigation icons for Home, Course, Discussion, Calendar, Assign, and Settings. The main content area includes a "YOU ARE ON INTRODUCTION + SESSION 1" header with a "Let's Understand You Better" message and a "Start Program" button. Below this is an "OVERALL PROGRESS" section showing a progress bar for "You" at 0% and "Batch" at 67%. The "RECENTLY ONLINE" section shows a grid of user avatars. The "FORUM THIS WEEK" section displays statistics: 9 Questions, 167 Answers, and 73 Participants.

Course Overview


To access all your lectures, case studies and assignments

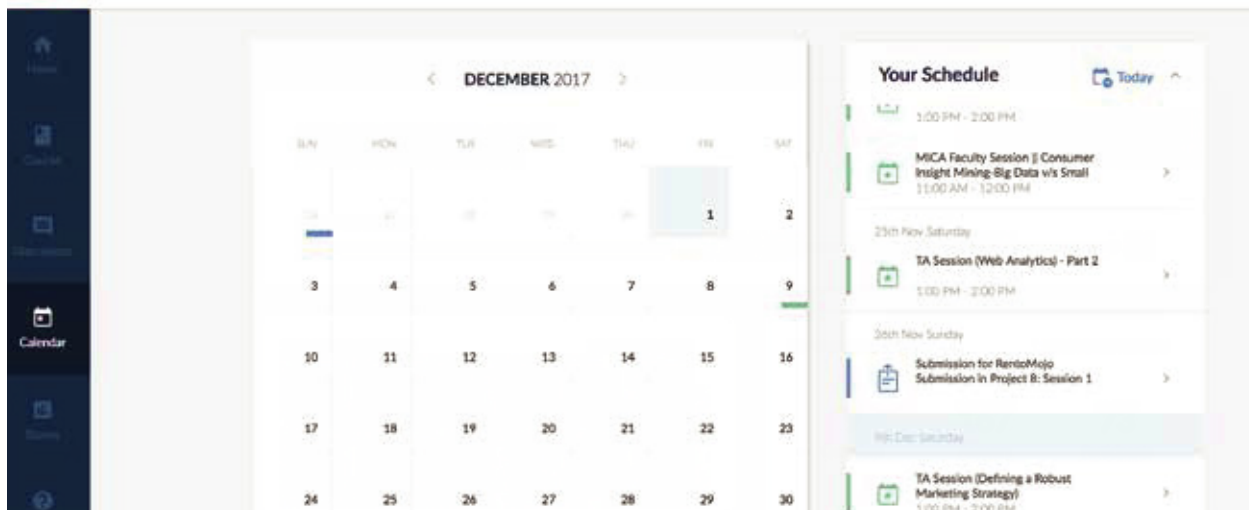


The Course Overview screen shows the same program title and sidebar as the Home Screen. The main content area is titled "Modules" and features a "Modules" tab and a "Resources" tab. Three module cards are displayed: "Introduction: Welcome & Introduction to the Program" (red header), "Module 1: Fundamentals of Marketing" (blue header), and "Project 1: Fundamentals of Marketing (Morse)" (orange header). Each card includes a description, a due date, and a progress bar. The first module is due on June 25th 2017, the second on July 9th 2017, and the third on July 9th 2017. All progress bars are at 0%.

Calendar


To plan and schedule your learning experience with live sessions, module deadlines, project deadlines and much more

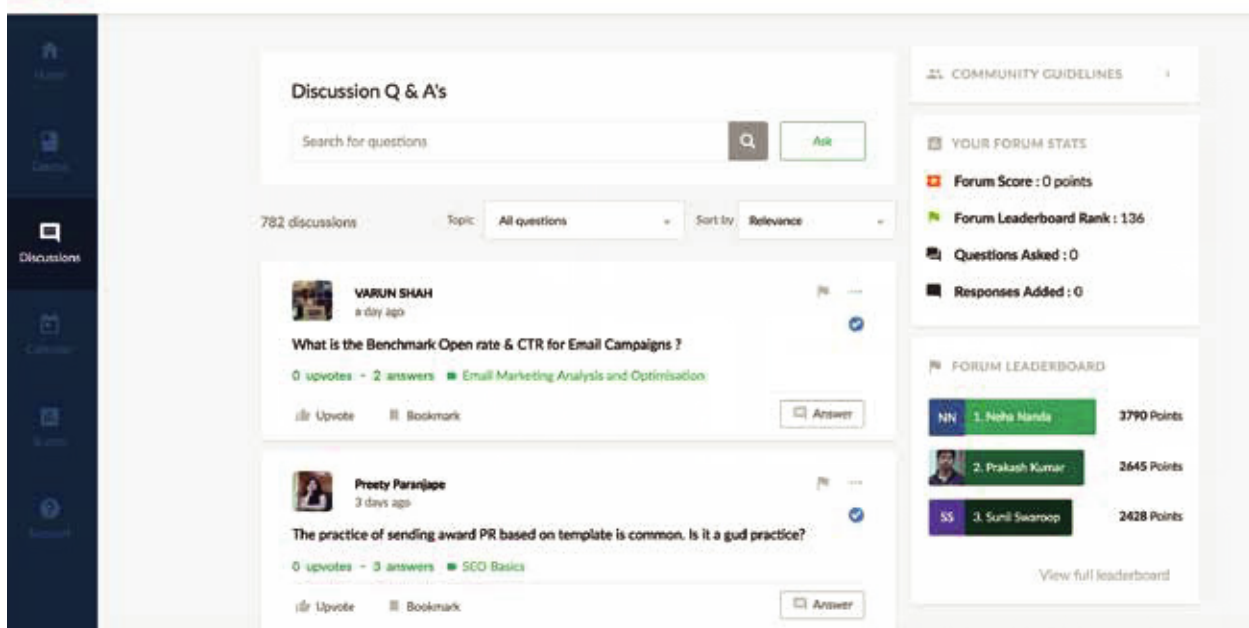
 PG Certification in Digital Marketing and Communication - June 2017



Discussion Forum

To clear all your doubts

 PG Certification in Digital Marketing and Communication - June 2017



PROGRAM DETAILS

PROGRAM DURATION

11 Months

PROGRAM FEE

INR 1,44,500 (plus taxes)

Flexible Payment Options Available

0% EMI Option Available

ELIGIBILITY

Bachelor's degree in any field

SELECTION PROCESS

Submit your application on upGrad's website with relevant information related to your profile to get shortlisted

FOR ADMISSION

Visit: www.upgrad.com/sales-and-marketing

Email: IMTpgpm@upgrad.com



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