



International Management Institute
Kolkata



Faculty Development Programme
On
E-Commerce, Social Media & Marketing
To be delivered by
Stephane Bourliataux-Lajoinie

January 7, 2017

Organized by
IMI-Kolkata
at

International Management Institute-Kolkata
2/4C, Judges Court Road, Alipore, Kolkata- 700027.
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Marketing is one of the most dynamic fields in management and one of its latest adaptations gaining immense prominence in the context of Internet revolution is its integration with technology. The emergence of Digital Marketing has been a disruptive change for most of the industries. It has completely revolutionized the way buyers and sellers interact. The opportunities brought about by this change are manifold; it has encouraged the academicians as well as practitioners to explore the vast possibilities of this evolving domain.

PROGRAMME OBJECTIVE

To enable the participants to develop insights into the dynamics and usage of the online platform to optimize RoI. Also the participants get a perspective on the cutting edge research that drives the marketing practice.

PROGRAMME CONTENT

- Changing paradigm of Marketing
- Evolution of online platform
- How consumers buy online
- How to use the online platforms
- Analysis of leading Online Marketing Platforms and Benchmarking
- Analysis of the Emerging markets
- Future of online marketing

RESOURCE PERSON

Dr. Stephan is the Adjoint Director of IAE-Tours. He specializes in consumer behaviour on the Internet and e-marketing. A member of Laboratory Cermat, he focused his research on user behaviour and acceptance of the technology in an intercultural approach. He takes up E-commerce and Business Courses at IMI-K.

PEDAGOGY

The programme would be based on lectures and interactive sessions.

WHO SHOULD ATTEND

Research scholars, Professionals and faculty in the marketing area, specializing in Digital Marketing.

DATE & DURATION

Programme Date: **January 7, 2017**

Duration: **9.00 am to 1:30 pm**

PROGRAMME FEES

The programme fee is **Rs. 1000/-** (inclusive of taxes). For online payment or any further details regarding the registration process please refer to IMI-Kolkata website **<https://imi-k.edu.in/>**

REGISTRATION

Participants are required to fill the registration form post paying the registration fees and send the filled-in scanned registration form at s.mandal@imi-k.edu.in latest by **December 31, 2016**. Participants may be nominated by their Institutes/Universities/Companies. Substitution is permitted in case of participants not being able to make it.

ABOUT US

International Management Institute (IMI) is India's first corporate sponsored business school established in 1981 in collaboration with IMI Geneva (now IMD, Lausanne) at New Delhi. During its inception, IMI was backed by prestigious corporate houses like RPG Enterprises, Nestle, ITC, SAIL, Tata Chemicals, BOC and Williamson Magor. IMI Delhi has been among the leading B-schools for almost three decades and is today a global institution. Two more campuses came up in Kolkata and Bhubaneswar to enable bright young minds from eastern India to gain access to the world-class IMI management pedagogy. The IMI Kolkata campus is centrally located in the city at Alipore and equipped with state-of-the-art infrastructural, academic and residential facilities. The institute offers a scholarly and professional ambience, with a fulfilling campus life necessary for all-round development of the students and professionals.

ENQUIRY

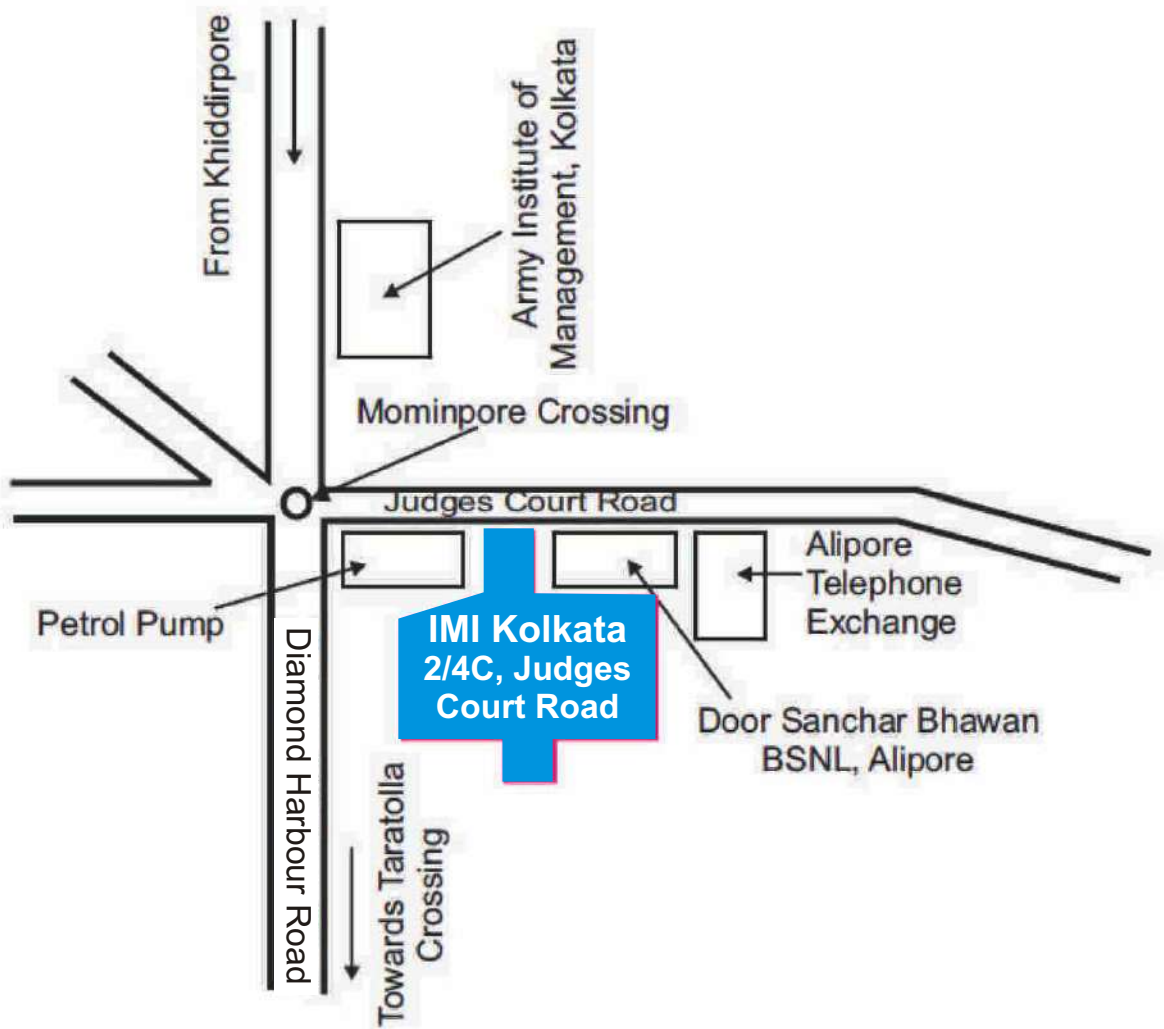
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