

Annamalai University



Faculty of Arts Department of Business Administration

Offers One Week Online Course on

Global Strategies on Digital Marketing

Date: 20.5.2020 to 26.5.2020

Time: 10.00 am to 11.00 am

Google Class Room Code: **otljta7**

Last Date for registration is 15/05/2020

Eligibility: *Students pursuing or completed UG/ PG courses (any discipline)*

No of seats: 50

Note: There is no Registration Fees/the course will be conducted through Google Classroom hence Gmail ID is mandatory/ only shortlisted candidates will be permitted to undergo the course/ the candidates will be issued e-certificate based on the successful completion of the course.

Course Co-ordinators:

Dr. M.Ramesh, Professor

Dr. C. Kathiravan, Associate Professor

Dr. Rincy V Mathew, Associate Professor

Department of Business Administration

Annamalai University

Email: aumbamrf@gmail.com; Mobile: 9994249466, 9486283154



Dr. A. RAJAMOHAN

Professor and Head

Department of Business Administration

Annamalai University

For REGISTRATION



Details of the Course

Title of the Course: **GLOBAL STRATEGIES ON DIGITAL MARKETING**

COURSE OBJECTIVES

A digital marketing strategy is a plan that helps the individuals to achieve specific digital business goals through carefully selected online marketing channels such as paid, earned, and owned media. The objective of one week online course on global strategies of digital marketing is to enable the participants of the programme a deep understanding on global strategies of digital marketing and action plans that help them to achieve their company goals through carefully selected online marketing channels.

Day	Title
Day-1	Global Strategy & Tactics Digital Marketing
Day-2	Search Engine Optimization (SEO)
Day-3	Pay-Per-Click (PPC) Marketing.
Day-4	Webinar Production and Content Marketing (Blogging & Article Writing)
Day-5	Email Marketing & Social Media Marketing.
Day-6	Video Production & Competitor and Website Analysis.
Day-7	Web analytics & Online Test

RESOURCE PERSONS

FROM THE DEPARTMENT OF BUSIESS ADMINISTRATION

- Dr. A.Rajamohan, Prof. & Head
- Dr. M.Ramesh, Professor
- Dr. C. Kathiravan, Associate Professor
- Dr. Rincy V Mathew, Associate Professor
- Dr.B.Karthikeyan, Associate Professor

EXTERNAL RESOURCE PERSON

Dr. V.D. Patil, Training Officer, Colmbo Plan Staff College Pasig City, **Philippines**