



Kristu Jayanti College

AUTONOMOUS

Bengaluru

Reaccredited 'A' Grade by NAAC | Affiliated to Bangalore University

School of Management (MBA & PGDM)

Management Development Programme (MDP) on

DIGITAL MARKETING STRATEGIES

January 7, 2017

Venue : St. Kuriakose Elias Auditorium, College Campus



The Institution

Kristu Jayanti College is an incarnation of the educational dreams of Saint Kuriakose Elias Chavara (1805-1871), the founder of the religious congregation, Carmelites of Mary Immaculate (CMI). He envisioned the sunrise of a renewed humanity through the integral development of mind, body and spirit. The motto of the college, Light and Prosperity, aims at this synthesis and the harmony of the spiritual and the physical, the mind and the body. The curriculum and the co-curricular activities are the basic structures acting as springboards to step into the mystery of human life and beyond.

Kristu Jayanti College is reaccredited by NAAC with 'A' Grade in 2015 and is an Autonomous College under Bangalore University. Housed in a spacious campus, the college incorporates a traditional academic setting with a cutting edge technology. With refreshing environment, beautiful scenery and moderate climate, it provides an atmosphere which is conducive for effective training and learning programmes.

The College is ranked 3rd, 4th and 5th in Commerce, Arts & Science among top 10 Colleges in Bangalore and 16th, 22nd and 24th best Commerce, Science and Arts College in India by India Today Nielsen Survey 2015.

The institution strives to fulfill its mission to provide educational opportunities to all aspiring youth to excel in life by developing academic excellence, fostering values, creating civic responsibility and building global competencies in a dynamic environment.

SCHOOL OF MANAGEMENT (MBA & PGDM)

School of Management was established in the year 2002 with an objective of shaping young managers to meet the growing demand of management professionals for the industry. The School offers 2 years full time PGDM and the MBA programme affiliated to Bangalore University and approved by AICTE. The School encourages continuous quality interface with industry through internship, projects, workshops, seminars, MDP's, lectures, Six Sigma green belt certification etc. It aims to develop budding managers with a sense of initiative and accountability. It ensures the holistic development of its students, thereby making them intellectually, socially, physically and spiritually balanced human beings. Management programme (MBA & PGDM) is ranked among the top in leading B School surveys.

ABOUT THE PROGRAMME

Digital Marketing industry in India is estimated worth \$60 Billion. At a time when companies struggle to garner an average growth rate of 5 – 10%, Digital Marketing industry marches ahead at a staggering 40% growth rate. With a good number of tech savvy population in the country, Digital Marketing is ever growing in size and scope. With the reliance of business on data and the technology to reach their customers with the right information, at the right time to the right person, Digital Marketing has become an emerging necessity of businesses. Digital marketing also augments businesses in terms of improving customer engagement, enhancing customer experience and reducing costs. With the Indian Government's Digital India Programme, Digital Marketing is on a journey of success. Nevertheless, Digital Marketing in India also needs to overcome various challenges. Being a sunshine industry, it offers numerous opportunities for MBA professionals and also to entrepreneurs. In this era of digitalization, a one day MDP on 'Digital Marketing Strategies' is organized to impart the latest knowledge and perspectives for a bright future.

Technical Sessions

Inauguration	:	09.30 - 10.00 am
Session I	:	10.00 -10.45 am
Session II	:	11.00 am - 12.00 pm
Session III	:	12.00 - 1.00pm
Session IV	:	2.00 - 3.30 pm

Expert Panel



Ms. Hemangi Pathrabe

President, Innovation

Hemangi Pathrabe is the President Innovation at Singapore based start-up Active AI. She specializes in marketing and Finance. With around 12 years of industry experience, Hemangi Pathrabe has wide experience and knowledge in digital payments and innovations projects in both design and its implementation.

Prior to this she worked with YES Bank for almost 10 years in various roles. Her contribution in design, development and implementation of various digital initiatives of the bank is phenomenal. She played a pivotal role in the design and implementation of digital projects & products like Money Monitor, Mobile Money services & Payments, Innovative Domestic Remittances Business Model using Business Correspondent, Accelerator start up program for Fintech start-ups etc to name a few.

She has worked as a key member in various Innovation teams to foster innovative products in various channels like ePayments, mPayments, Wallets, E-commerce, M-Commerce, Bio-metric solutions etc



Shri. Sabin Abraham Andrews

Senior Marketing Manager

Sabin Abraham Andrews is the Senior Marketing Manager at Amazon. He has vast experience in Digital Marketing in the areas of email marketing, online advertising, web operations, analytics to name a few. Campaign Management, Content Writing, Web Analytics, E-commerce operations are some of the unique skills sets he holds.

With more than 15 years of work experience in digital marketing, Sabin has worked with various companies like Tesco PLC, Andale Incorporation and indya.com. Prior to this, he was the Head-Digital Marketing at Tesco PLC. He worked on various roles in digital marketing during his almost 10 year's stint in Tesco PLC.



Shri. Vishal Srivastava

Co-Founder, Trainedge Consulting Pvt. Ltd.

Vishal Srivastava is a digital marketer. He specializes in marketing and selling higher education and software products. He helps higher education institutions and companies build brand, drive traffic and increase applications / enrollments. He has helped several technology startups build their online sales channel for IT services and SaaS products.

Coming from a family of educators, Vishal is passionate about teaching. He is a popular trainer and also works with business schools to develop and deliver programs in digital marketing. He is a graduate of Indian School of Business and Indian Institute of Technology.



Shri. Suresh Babu

CEO, Web Marketing Academy

Suresh is the Founder of Web Marketing Academy, Internet marketing training, certification and consulting academy for corporate and students in Bangalore. He is the Director of Search Marketing Summit, He also Founded Online Marketing Enthusiast Community, a community of passionate online marketing enthusiast conducting monthly meet ups in Bangalore.

With overall 14 years of marketing, teaching and culinary arts, Suresh works closely with NSRCEL, IIM Bangalore helping startups with online marketing strategies. Prior to this, Suresh was the Web Marketing Manager for Vayama.com, an online travel agency, worked in the Florida for 8 years helping small businesses in web marketing and blogging.

Participants' Profile

1. Faculty members of Management & Commerce. 2. Research Scholars. 3. PG Students of Management. 4. Corporate Professionals.

Registration Fee : ₹ 300/- (Registration fee includes Programme kit, Lunch & Refreshments)

Important Dates

Participation Confirmation : January 06, 2017

Programme Date : January 07, 2017

Registration through e-mail before January 06, 2017 : mdp16@kristujayanti.com.

Participants will be given Certificates after all Technical Sessions are over.

Organizing Committee

Patron

Rev. Fr. Josekutty P. D., CMI

Principal

Advisors

Rev. Fr. Augustine George CMI

Vice Principal

Rev. Fr. Lijo P Thomas, CMI

Financial Administrator &

Head, Dept. of Computer Science

Rev. Fr. Som Zacharia, CMI

Director, Library & Development

Rev. Fr. Emmanuel, CMI

Faculty, Dept. of Psychology

Programme Chair

Prof. Aloysius Edward J.

Dean, Faculty of Commerce & Management

Programme Coordinator

Dr. Joseph Charles D

Faculty, School of Management

How to reach Kristu Jayanti College, Bengaluru

From Majestic BMTB Bus Stand – Platform 19 : Bus Route – 292B, 292C

From K.R. Market : Bus Route – 292, 292D, 293C

From Vasanth Nagar/Cantonment Station/Bangalore East Station : Bus Route – 292, 292B, 292C, 292D, 292F, 293C

Nearest Railway Station : Bangalore East (8 kms)/Cantonment (10 kms)

By Air : Bengaluru International Airport (28 kms)

Address for Communication

School of Management (MBA & PGDM)

Kristu Jayanti College, Autonomous

K. Narayanapura, Kothanur P.O., Bengaluru – 560077, Karnataka, India. Ph : +91-80-28465611 / 28465353 / 28465770
Fax : +91-80-28445161. Mobile : 91-7204644177 / 91-9449987689 / 91-9632815852 / | e-mail : mdp16@kristujayanti.com