



**Free Online**  
**Management Development Programme**  
**On**  
**Digital Marketing for Managing Business under COVID-19 Disruption**  
**- Analysis in India and Brazil context**  
**Friday | 19 June 2020 : 6:00 PM -7:30 PM (India); 9:30 AM – 11 AM (Brazil)**

## About IMI Kolkata

International Management Institute Kolkata is one of the top 50 business schools in India (NIRF Rank: 45th, 2019, Government of India), offering AICTE approved 2 year full time Post Graduate Diploma in Management Programme and 4 year Fellow Programme in Management (doctoral). At IMI Kolkata, faculty members are research active and the institute is known for its excellent academic and research environment. In a very short span of time, IMI Kolkata is coming up as a promising business school in management education in India.

## Management Development Programme

IMI Kolkata offers a wide range of Quality Management Development and Executive Development programs across industries and sectors. The functional areas covered depend on client's requirement and competency levels of the people to be trained. IMI-K has successfully conducted trainings in various thrust areas like Employee Development, Work Life Balance, Managing Global Competitiveness, Mentoring, Statistical Methods for Decision Making, Leadership, Global Leadership, Wealth Creating Mind set, Credit Management, Vigilance management, Capsule and Certificate programmes for general management for senior level executives, Strategic B2B Marketing, Human Resource Planning and Development, etc.

IMI Kolkata has also developed and successfully conducted large number of effective customized programmes with various both public and private sector organisations such as Garden Reach Ship Builders & Engineers Ltd, Axis Bank, LIC of India, Mahanadi Coal Fields Ltd, BalmerLawrie Ltd with excellent feedback generating even repeat orders.

For latest updates on MDPs may visit our website- [www.imi-k.edu.in](http://www.imi-k.edu.in)

## Programme Objectives

The objectives of the program are to help participants identify the best digital marketing channels for dealing with customers. This course also elaborates cost benefit analysis of various marketing channel. This course shares actionable strategies for developing online brand for customers' engagement.

## Programme Content:

- Contributions of digital marketing in Brazil and Indian context
- Digital Content Strategy for capturing mind space during COVID anxiety
- Strategies to select best Marketing channels at least cost with case examples
- Least cost or no cost strategy to reach your target audience
- Check list for maximizing your digital reach

### Intended participants:

A potential participant can be an executive, employed in private or public organization, small-medium-large business enterprises, professionals or even individuals, small business owners, online entrepreneurs, and independent consultants. The programme is especially helpful for participants, who are presently involved in 'work from home' because of COVID-19 and those who are managing their online ventures and marketing functions from home. Participants can be from varied background like commerce, human resource, marketing, retail, statistics, operations, economics, banking, finance, hospitality, computer applications, strategy, etc.

### Program Mentors:



**Dr. Gobinda Roy:** Assistant Professor (Ph.D. IIT Kharagpur, MBA (VGSOM, IIT Kharagpur), B.E. (Jadavpur University)). He specializes in Digital marketing, Web Analytics, Marketing Analytics, and Services Marketing. He is having 20+ years of industry-academia experience.

He has held many managerial positions in different verticals like presales, product and sales planning, customer support in different leading telecom companies before moving into academics. He has conducted many sales and product training for senior and mid-level executives in various organizations. He has conducted MDPs on Digital Marketing for many corporates and academic institutions. Some of the organizations are OP Jindal University, WordCon, Globsyn Technology, JSPL Raigarh, etc. As a mentor of CIIE IIM-Ahmedabad he has mentored many start-ups in the area of marketing and business development. As a researcher he has published research papers in reputed national and international journals.



**Dr. Alex Eckert (Ph.D.),** University of Caxias do Sul - UCS Main Campus:  
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Alex Eckert holds a PhD in Management (Focus: Marketing) from the Pontifical Catholic University of Rio Grande do Sul (PUCRS - Port Alegre - Brazil), a Master's degree in Business Administration from the Federal University of Rio Grande do Sul (UFRGS - Porto Alegre - Brazil). He is a Specialist in Business Management from Universidade Cândido Mendes (UCAM - Rio de Janeiro - Brazil). He holds a Bachelor's Degree in Accounting from the University of Caxias do Sul (UCS - Caxias do Sul - Brazil) and a Bachelor's degree in Business Administration from the University of Caxias do Sul (UCS - Caxias do Sul - Brazil). He is a professor of undergraduate and graduate studies at the University of Caxias do Sul (UCS), Professor of the Permanent Staff of the Postgraduate Program in Administration - Master / Doctorate (PPGA UCS - Caxias do Sul - Brazil), in the research lines of Innovation and Competitiveness. He is the author of the books Theory of Accounting, and Virtual Marketing, having several articles published in scientific journals. He is Scientific Editor of the Brazilian Journal of Management and Innovation - RBGI (ISSN: 2319-0639). Has professional experience in the Tax, Financial, Marketing and Information Systems areas.

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