

# MOBILE ENGAGEMENT AND MARKETING

**DURATION: 2 DAYS**

## PROGRAM CONTEXT

With the widespread adoption and use of the mobile phones by consumers across the world, it has emerged as an important tool and medium for companies and brands to connect with consumers. On the one hand, the enterprise business model itself is built around the mobile phones, but traditional brands can also use the mobile as an important marketing platform. This course aims to provide participants with an understanding of the various usages of mobile phones in marketing, covering the various decision processes that a marketer would have to evaluate and make – ranging from fit with marketing strategy and consumer targeting, to consumer lifecycle management and the challenges of measurement/Rol.

## LEARNING OBJECTIVES

- Understand the different mobile marketing formats available to marketers and professionals
- Understand the role of mobile phones in decision making journey cycle of consumer
- Understand the role of mobile phones in developing better engagement with consumers by brands and other non-private organizations
- Apply the theory and concepts learned in development of mobile marketing campaign plans

## PEDAGOGY

- The pedagogy will be a combination of class lectures, case discussions, and experience sharing.
- Concepts will be explained using examples and videos so that participants can comprehend the concepts easily.
- Couple of sessions will be conducted by senior industry practitioners who will share real life examples.
- The content will be rich with examples across industries and geographies.

## TARGET GROUP

This program is suitable for marketing managers, brand managers and digital marketing managers who are responsible for driving better customer engagement through mobile marketing practices. The course is appropriate for middle level marketing managers who want to understand the nuances of mobile marketing and build mobile marketing strategy for their brands.

## PROGRAM DIRECTOR



### **Prof. Abhishek**

Prof. Abhishek has close to 20 years of experience of working, researching and teaching in marketing domain. During his work experience in marketing domain, he has been exposed to different contexts ranging from rural consumers in far-flung markets to influence of latest technology in consumer purchase decisions. As an academic, his research interests have been in the field of marketing communications, e-commerce and digital marketing, promotion planning, and consumer behaviour in retail context. His current research work looks at advertising issues with public policy implications and role of technology in marketing communications. He is excited to learn and discover the opportunities offered by digital platforms with increasing focus on mobile platforms and technology.

Prof. Abhishek's papers have been accepted for publication in top journals like *Journal of Retailing and Consumer Services*, *Marketing Intelligence and Planning*, *Indian Journal of Business Research*, *South Asian Journal of Management*, *Asian Case Research Journal*, *International Journal of Indian Culture and Business Management*, *Vikalpa*, *Vision*, and *Decision*. He has also written more than 30 cases in marketing and social entrepreneurship area and prepared simulation games which have been used at several institutions in India. Overall, he has authored more than 50 research papers, cases and teaching exercises.

## ADMINISTRATIVE DETAILS

**Mode:** Online/offline

**Fee:** Rs 18,000 excluding GST

**Mode:** Offline (Residential)

**Venue:** IMT Ghaziabad (Institute of Management Technology, Raj Nagar, Ghaziabad-201001)

**Fee:** Rs 25,000 per participant (plus 18% GST as applicable) covering professional fee, program kit and boarding/lodging.

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