



**Institute of
Management Technology**
Ghaziabad, Delhi NCR



MOBILE ENGAGEMENT AND MARKETING

About Us

Established in 1980, IMT Ghaziabad is a premier AACSB-accredited management institute in India, known for its strong emphasis on Innovation, Execution, and Social Responsibility in leadership development. Consistently ranked among the top business schools in the country, IMT boasts of a robust alumni network with over 1,000 C-suite leaders across global organizations. The Executive Education (ExEd) arm actively collaborates with industry, government, and the social sector to design and deliver customized programs rooted in sector-specific research and future-ready learning, ensuring maximum relevance and impact.

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/s



Dr. Abhishek
Professor
Area: Marketing
Management

Dr. 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-ung 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: Offline

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

Note: On successful completion of the program, the participants will be awarded a Certificate of Participation from the Institute.

Management Development Program Office

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