



Program Code	OMDP19A02															
Title Of the Program	Digital Media Analytics															
Date of the Program	28-29 Jun, 2019															
The Lead Faculty	Prof. Lalit K Ojha & Prof. Anup Kumar															
Objective	This program would help learners understand the process of information collection, various sources of information and techniques to do the analysis. This will also enable them to make Business Decisions using this data.															
Description/Content	<ol style="list-style-type: none"> 1. Search Engine Optimization, 2. Website analytics/Google Analytics, 3. Social Media Analytics and 4. Analytics Strategy 															
Target Group	SMEs/ MSMEs and Budding Entrepreneurs.															
Takeaways	<ol style="list-style-type: none"> 1. Importance of digital media analytics in decision making process 2. Steps involved in setting up digital media analytics processes 3. Analyzing and interpreting the information on digital media platforms 4. Incorporating digital media analytics in long term business strategy 															
Pedagogy (tools and techniques etc.)	<ul style="list-style-type: none"> • Classroom Discussions • Group Activities • Practical sessions in labs 															
Program Fees	<ul style="list-style-type: none"> • Rs. 10000/ +18% GST for Non-Residential Option • Rs. 12500/ + 18% GST for Residential (Twin sharing) option • Rs. 14500/ + 18% GST for Residential (Single occupancy) option 															
Last date for depositing fees	Tuesday 18 th June 2019															
Mode of Payments	Bank Details: <table border="1" style="width: 100%; margin-top: 10px;"> <tr> <td>BENEFICIARY BANK</td> <td>YES BANK LTD</td> </tr> <tr> <td>BENEFICIARY NAME:</td> <td>INSTITUTE OF MANAGEMENT TECHNOLOGY, NAGPUR</td> </tr> <tr> <td>ACCOUNT TYPE:</td> <td>SAVINGS BANK ACCOUNT</td> </tr> <tr> <td>ACCOUNT NO:</td> <td>002894600000221</td> </tr> <tr> <td>IFS CODE:</td> <td>YESB0000028</td> </tr> <tr> <td>BRANCH</td> <td>VIP ROAD, CIVIL LINES, NAGPUR - 440001 INDIA</td> </tr> <tr> <td>SWIFT CODE</td> <td>YESBINBB</td> </tr> </table>		BENEFICIARY BANK	YES BANK LTD	BENEFICIARY NAME:	INSTITUTE OF MANAGEMENT TECHNOLOGY, NAGPUR	ACCOUNT TYPE:	SAVINGS BANK ACCOUNT	ACCOUNT NO:	002894600000221	IFS CODE:	YESB0000028	BRANCH	VIP ROAD, CIVIL LINES, NAGPUR - 440001 INDIA	SWIFT CODE	YESBINBB
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Inclusions	<ul style="list-style-type: none">• For Non-Residential : Academic Fees + Program Kit + Breakfast + Lunch• For Residential (Twin Sharing): Academic Fees + Program Kit + Accommodation (twin sharing) + All Meals + To and Fro transport from a pick up point in Nagpur• For Residential (Single Occupancy): Academic Fees + Program Kit + Accommodation (single occupancy) + All Meals + To and Fro transport from a pick up point in Nagpur
Contact Details	<ul style="list-style-type: none">• Shubhangi Juneja (MDP Coordinator)• Connect on +91-7447777558• Write us - mdp@imtnag.ac.in

Early Birds @ 10%: If booked 20 days in advance from the start date of the particular program

Group booking @ 10%: If booking is done for 3 and more persons from the same company