



iFlame School of
Digital Marketing
(iSDM)



Guru Gobind Singh
Indraprastha
University (GGSIPU)

LEARN THE MAGIC OF DIGITAL & SOCIAL MEDIA!

PRODUCTIVITY ENHANCING
MANAGEMENT DEVELOPMENT PROGRAMS [MDPs] on

DIGITAL & SOCIAL MEDIA (DSM)

Co-Ordinator

Prof. Sanjiv Mittal
Professor & Dean,
University School of Management Studies,
GGSIPU

Lead Trainer & Program Convener

Rohan Ubriani
Founder,
Flame Communications Pvt. Ltd. & iFlame

ABOUT US

Flame Communications Pvt. Ltd. (www.flamecom.in) – founded in 1994 by Rohan Ubriani – is a full service advertising, branding & marketing agency.

iFlame (www.iflame.in) is the digital arm of Flame Communications Pvt. Ltd.

iFlame School of Digital Marketing – iSDM (www.iflamesdm.com) is the training venture of Flame Group.

I One-Day MDP on Digital & Social Media (DSM) – (6 Hours)
- For acquiring basic and professional understanding of DSM.

II Two-Days MDP on Digital & Social Media – (12 Hours) - With Hands-on Practical Sessions, for learning how DSM works by Do-It-Yourself (DIY) method.

III Five-Days MDP on Digital & Social Media – (30 Hours) - For using Digital & Social Media in daily work for enhancing performance and optimizing revenues & costs.

A Objectives of the MDP

- ✓ To **familiarize** the participants with the fundamental concepts and terms of Digital & Social Media.
- ✓ To **create an authentic understanding** among the participants about how Digital & Social Media works; and its benefits & impacts in the contemporary professional & personal environment.
- ✓ To equip learners to **leverage Digital & Social Media** for organizational growth.

B Who Should Attend It

- ✓ **Top Management Executives** who need to understand and evaluate/take decisions on Digital & Social Media Initiatives of their respective organizations.
- ✓ **Middle Level Managers** who require working knowledge of Digital & Social Media to guide and supervise Digital & Social Media activities undertaken by their subordinates or their digital agencies.
- ✓ **Working Professionals** who need to obtain the hands-on understanding of Digital & Social Media from Practicing Experts in Digital & Social Media domains.
- ✓ **Junior/entry level executives** who wish to understand how Digital & Social Media can help them perform their duties more effectively.

C Program Highlights

- ✓ Rigorous, intensive, globally relevant Industry-Oriented Digital & Social Media Training Program, with classroom teaching & training.
- ✓ Trainer Faculties will include Working Professionals, belonging to their expertise domains of Digital & Social Media, with the background of working for leading organizations like Sony India, Nestle, JWT Worldwide, Nokia, Times of India, Widex, Volvo Eicher, Ferns & Petals, British Council, Oxfam India, UNICEF, CWC, EIL, IRCTC etc.
- ✓ Participant Intake: 10 to 30 Per Batch

D Program Pedagogy

- ✓ Teaching & Training will largely consist of interactive classroom lectures, business case studies analysis, audio-visual learning aids etc.

E Certification

- ✓ Participants will be awarded certificates jointly by GGSIPU & ISDM for these prestigious programs.

Module 1: Digital Media

1. Digital Marketing Overview
2. Search Engine Optimization (SEO)
3. Creating Text & Banner Ads
4. Search Engine Marketing (SEM):
PPC Advertising/Google Adwords
5. Google Analytics



Module 2: E-Commerce

1. E-Commerce Marketing
2. Email Marketing
3. Lead Generation for Business
4. AdSense/Affiliate Marketing

Module 3: Social Media

1. Social Media Optimization (SMO): Facebook, Youtube, Twitter, LinkedIn etc.
2. Social Media Marketing (SMM): Facebook, Youtube, Twitter, LinkedIn etc.
3. Mobile Marketing/Blogging/Online Reputation Management (ORM)/Content Management

F Venue Options

- ✓ The program can be conducted at the **premises of the sponsoring organizations**, for their employees.
- ✓ **India Habitat Centre**, Lodi Road, New Delhi
- ✓ **National Productivity Council**, Lodi Road, New Delhi
- ✓ **The Metropolitan**, Connaught Place, New Delhi
- ✓ **Netaji Subhash Place (NSP)**, Pitam Pura, Delhi
- ✓ Noida | Gurgaon | NCR
- ✓ Outstation (outside Delhi NCR)

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The Fees

- ✓ One Day MDP (6 hours): INR 10,000/- per participant
- ✓ Two Days MDP (12 hours): INR 15,000/- per participant
- ✓ Five Days MDP (30 hours): INR 30,000/- per participant
(For in-house training, per day rate of fees can be worked out via discussion)
- ✓ GST @ 18% payable additionally.



Yatharth Sinha
Partner,
MP Sinha & Associates

Despite having done B.Tech & LLB, I firmly believe that the knowledge of Digital & Social Media is must in today's highly competitive environment. Now with this DSM training, I have an excellent edge over my peers as I get through in every selection without any problem.



Sneha Bharti
Sr. Software Engineer,
Gemalto

...Learning Digital & Social Media from Rohan Sir & his faculty colleagues was great fun... It has changed my professional life like never before! I will recommend iSDM to all those wishing to fast-track their careers..

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General Details

- ✓ The contents/syllabus of these MDPs are flexible & can be customized for specific needs.
- ✓ Payment Terms: 100% in Advance
- ✓ The payment, in favour of Flame Communications Pvt. Ltd., may be remitted by NEFT/RTGS; or by cheque/draft, payable at Delhi.
- ✓ Participation fee includes Courseware (study material in soft copy form), Lunch/Tea/Coffee, participant kit (folders, writing pads, pens etc.) & other organizational expenses for all days of these non-residential MDPs in Delhi NCR.
- ✓ Outstation participants will be provided ASSISTANCE in finding a suitable accommodation in Delhi NCR. The cost of accommodation will have to be borne by the participants or sponsoring organization.
- ✓ The fee for the outstation program (outside Delhi NCR) will be 50% extra. All costs of travel, lodging & boarding for faculty & participants ARE NOT included in this additional fee, which are to be borne by client additionally.
- ✓ Participation fee is non-refundable. However, participation by substitute(s) is allowed.



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Our Student Courses (Detailed Brochure Available)

- ✓ Unique Certificate Courses in Digital & Social Media
- ✓ With Guaranteed Internships & 100% Job Opportunities
- ✓ For students wishing to make a highly rewarding career in Digital & Social Media