

# **DIGITAL & MARKETING COMMUNICATIONS IN BUSINESS MARKETS**

## **Introduction**

In the world of marketing, communication with the customer is absolutely imperative. In the world of business marketing, or B2B marketing, communication is even more important. And that too bi-directional, without exception. Over the years, the ambit of business markets has expanded from transaction of commodities like steel and cement to more knowledge and service-based offerings like management consulting, banking, etc. As a result, the presence of technically qualified people is growing among the buying decision makers. In such a scenario, the content and techniques for communication become very critical for ensuring customer value. On top of that, the omnipresence of digital media in everyday life, has made B2B marketers reflect into how this new media can be utilized to its fullest.

## **Objectives of the Program**

This program, designed for executives working in business to business firms, aims to strengthen their capabilities for improved communication processes. The use of digital and social media marketing shall also be given due emphasis in this program.

## **Pedagogy of the Program**

The program would be conducted via lectures, case discussion, and exercises.

## **Indicative Content of the Program**

The main modules of the program shall be:

1. Communications in and among businesses
2. Mass communications for B2B marketing – advertising, PR
3. Personal communications in B2B markets – personal selling, direct marketing
4. Relationship building
5. Non-verbal elements in communications
6. Application of digital and social media in B2B markets

**Program Director: Prof.Ankur Jha & Prof.Soumya Sarkar**

**Fees (Per Candidate):Rs 19200+GST (Non Residential-In Campus ),Rs 15000+GST (Online)**

**Proposed Dates:February-2021**