

## COURSE INTRODUCTION

Internet Marketing is the promotion of offerings to reach the target segment by harnessing the power of the internet, leveraging which zillions of web-based ventures (including e-commerce ventures) are sprouting up every day, especially in the West, and creating value with the minimal capital expenditure. Now, internet marketing can be of “Push” or “Pull” type. Today, web ventures are moving away from the “Push” strategies to the “Pull” strategies through Search Engine Optimization (SEO) because of its cost effectiveness and long term benefits. SEO is the process of improving the visibility of web-based offerings in a search engine’s un-paid search results to ensure greater visibility, brand building and targeted traffic from the web and greater revenue generation from sales conversion. The participants of this programme would be exposed to the strategies and critical management issues centered on internet marketing, e-commerce and SEO.

## COURSE OBJECTIVES

This programme aims to provide a platform for  
Developing a basic understanding of marketing theories  
Understand different business models based on the internet.  
How to initiate a web-based ventures successfully through strategic roadmap development and subsequently implementation of plans.  
Leveraging the internet for marketing offerings and gain visibility through the web.  
Leveraging Web Analytics for boosting revenue.  
Understanding Search Engine Optimization and its applications in internet marketing and web based ventures.

## COURSE CONTENTS

Internet marketing theories and applications  
Models of businesses leveraging upon the power of the web.  
How to start off a web-based venture, including starting a website.  
How to use Web Analytics for attracting customer.  
Search Engine Optimization using Google.

## AUDIENCE

The course is designed for management professionals managing marketing activities in an organization, and is looking forward to take the “Brick” activities to the next level of “Click” activities and leverage the power of the Web. Also, this programme is for entrepreneurs who are keen to start off a venture which requires low capital expenditure and generates high returns on investment.

## TRAINING STYLE

The programme adopts a mixed-methodological approach, whereby changes would be made from lecture driven approaches to work-shop based approaches, as and when required.

## RESOURCE PERSON

Dr. Parag Sanghani is Head of Academics and Assoc. Professor at Skyline University, UAE. He is currently core facilitator for course on Leading through Creativity and Innovation. Dr. Sanghani is postdoctoral fellow in Knowledge Management from QUT, Australia. He is recipient of special Endeavor Awards from Australian Government. Dr. Sanghani holds Bachelor Degree in Electrical Engineering and MBA from India. In his last assignment he was handling unique projects in PPP mode worth 10 Billion.

Dr. Sanghani has trained many executives and top management professionals for several years. Using innovative, accelerated learning and andragogy, he facilitates management programs for both the Government and MNCs. With an eclectic philosophy, He has personally designed many unique training programs like knowledge leadership and trained thousands of executives globally in the last 15 years. In addition, Dr. Sanghani has personally coached top CEOs and businesspersons