



announces
Management Development Programme
on
“SOCIAL MEDIA AND BUSINESS”

12th – 14th January, 2017

Venue : ASBM Campus, Bhubaneswar

Programme Facilitators

Prof. Raj Kamal Verma

Prof. Manmath Nath Samantaray



9th B-School in India & the
only one in Odisha,
with Double International
Accreditation

Asian School of Business Management

एशियन बिजनेस प्रबंध संस्थान

About the Programme

The fundamental change has been faced by businesses worldwide in the ways that consumers interact with brands and each other. Businesses now have to grapple with the most powerful media- word-of-mouth connections that join everybody to everybody in any target market. Social media is the buzz word among the businesses after the conventional media. From Facebook and YouTube to blogs, social media on the Internet is the most promising new way to reach customers. Today, brands do not have much control, consumers are no longer a passive audience, and marketers must communicate with customers and consumers, not at them. Social media has helped give consumers a voice, connect them with their friends and other like-minded consumers, and has given them considerable power over marketers and brands. Keeping in mind that the customer is the source of positive cash flow, businesses would use social media to develop highly innovative, effective and value-creating marketing strategies for attaining maximum advantage towards their business.

Objectives

The objective of this course is to appraise the participants how businesses all over the world have been discovering the ways social media contributing to success and growth in all areas of their companies.

Programme Content

- Understanding traditional media and online media
- Social media marketing
- Consumer behaviour towards social media marketing
- Social media channel strategy
- Social media strategy
- Target Marketing and strategy
- Metrics and ROI

Expected Profile of Participants

The programme is designed for all the marketing managers and their team members, salespeople, business development teams and online, marketing, social media and public relations consultants.

Duration

The programme will commence on 12th January, 2017 and will be over by evening of 14th January, 2017. Participants may plan their return travel after 6 p.m. on 14th January, 2017. The programme will be conducted at ASBM Campus, Bhubaneswar.

Pedagogy

The endeavour of this programme is to provide a well-balanced mix of concepts and practical experience with participants carefully drawn from different sectors providing scope for the all-important cross-sector learning. It has been

structured to facilitate learning in an informal though well-structured environment with adequate time and space to reflect on various issues away from the pressures of everyday work. Content will be covered through mix of lectures, interaction, mini-cases and video presentations.

Registration

Participants should be nominated by their organisation. The last date for receiving nomination is 5th January 2017. The course will have a maximum of 25 participants received on first-come-first-serve basis. ASBM reserves the right for acceptance of a nomination.

Fee

The fee is Rs.15,000/- per residential participant which includes charges for boarding, lodging (in Institute's Guest House), course material, training kit, certificate, photograph, lunch, snacks and tea/coffee. The fee is Rs.10,000/- for non residential participant which includes all charges except boarding and lodging.

Nomination

Please send the duly filled in nomination form along with a Demand Draft drawn in favour of "Asian School of Business Management", payable at Bhubaneswar to The MDP & Consulting Division, Asian School of Business Management, Corporate Office, 8, Sai Anandam Complex, Patia Square, Bhubaneswar – 751 024. The fee is non-refundable, but can be adjusted against another participant or any other Management Development Programme of the Institute, if the nominated participant is not able to attend this programme.

Programme Facilitators

Prof. Raj Kamal Verma

MBA, PGDMM, EXIM, FELLOW (IIMM)

A Fellow of the Indian Institute of Materials Management, Prof. Verma holds MBA in Marketing from Bihar University and PG Diploma in Materials Management from Annamalai University. He has also completed a General Management Programme conducted by IIM Calcutta and a Certificate Course in Import & Export Management from Indian Institute of Materials Management.

Prof. Verma has twenty five years of rich industry experience in the areas of marketing and materials management. He started his career with Usha International Ltd. and then joined National Jute Manufacturers Corporation Ltd. (NJMC). Prior to joining ASBM, he was working as Asst. General Manager (Materials) in NJMC Ltd., Kolkata, a Government of India Undertaking.

Areas of interest – Consumer Behaviour, Customer Relationship Management, Service Management, Materials Management and Purchase management.

Prof. Manmath Nath Samantaray

MBA, M.Phil., Ph.D.

Dr. Samantaray has earned his MBA with Marketing specialisation from Berhampur University and M. Phil in Management from Alagappa University. His Ph.D. in Commerce & Business Management is from Kakatiya University.

He has rich and varied experience of two decades both in industry and academics in different capacities and institutions. He has several publications to his credit in referred national and international journals. Dr. Samantaray has also presented several papers in different national conferences and seminars.

Areas of interest – Rural Marketing, Service Marketing, Retailing, Market Dynamics, and Consumer Behavior



The Institute

Asian School of Business Management, located in the lap of nature on the outskirts of Bhubaneswar, the capital city of Odisha, is an autonomous business school. Established in 2006 by a team of dedicated educationists and management professionals led by Prof. Biswajeet Pattanayak, former Professor of IIM Lucknow & Indore, ASBM has been benchmarked with the IIMs for providing quality management education. It offers the PGDM programme approved by AICTE, Ministry of HRD, Govt. of India. The quality parameters of the school have earned it two international accreditations—ACBSP (USA) and SAQS. In fact ASBM is the 9th B School in the country to have been honoured with double international accreditation.

Besides playing a pivotal role in providing value based management education with an industry driven curriculum, ASBM is also committed to research and development. By dint of continuous innovation in its approach for excellence, the institute has been rated A++ by Business India, has bagged the Top B-School Award by Competition Success Review, and has figured in the Top B-Schools List in a survey conducted by Dainik Bhasker Lakshya B-School Survey. The Institute has also been rated highest on governance parameter, along with IIM Ahmadabad for three consecutive years by Indian Management best B-School Survey.

To realize its vision to set the best standards for management education and business leadership, ASBM has entered into

coveted MoU with internationally reckoned centers of learning and excellence like St. Cloud State University, USA; California State University, San Bernardino (CSUSB), USA, North Carolina Central University (NCCU), USA, Westcliff University, California, USA; Universidad Argentina de la Empresa (UADE), Argentina; Management Development Institute of Singapore (MDIS), Singapore etc. The Department of MSME, Government of India has sponsored establishment of a Business Incubation Centre in ASBM to give a fillip to entrepreneurship.

As a part of its Industry Connect initiatives, ASBM regularly conducts Management Development Programmes (MDP), In-company programmes and undertakes consultancy programmes for executives at all levels. The broad objectives of ASBM MDP are to enable the participants to:

- Keep themselves abreast of the new developments at the industry level;
- Identify the conditions — both individual and institutional — that provide opportunities for professional development and personal transformation;
- Understand their role in planning initiatives considering various ethical dimensions;
- Understand the nuances of effective leadership and thereby develop and lead high-functioning teams; and
- Function as effective change agent.



For further details, please contact :

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