

Management Development Programme on

# SOCIAL MEDIA MARKETING FOR SMEs

'Social Media puts the "market" into marketing and  
"public" into Public Relations cost effectively'



**14<sup>TH</sup> - 15<sup>TH</sup> NOVEMBER, 2018**

**Xavier Institute of Management & Entrepreneurship**  
Electronics City, Phase II, Hosur Road, Bangalore 560 100, India

## About the Programme

Consumers today are connected and empowered with access to instant information, opinions and knowledge through a variety of Social Media Channels. This Programme is designed to provide a panoramic coverage of the impact of social media and consumers' changed media habits on marketing. Their rising ability to communicate and share opinions with their peers on brands, campaigns and customer service has weakened the traditional hold that companies have had on customers. Communication is no longer a one-way street. The Programme will take a systematic look at Twitter, Facebook, Instagram and other digital communities which define the new frontier of marketing.

## Programme Objectives

- Learn to adapt marketing strategy and marketing programs to changed preferences of consumers in marketing communication
- Understand the dynamics in social media that do not conform to conventional thinking identified with traditional media
- Develop and differentiate positioning among users of social media

## What you'll learn

- How to develop a social media marketing strategy?
- How to develop and deliver content that engages consumers and is strategically integrated across platforms
- How to measure the effectiveness of social efforts?
- How social media can be used to listen to consumers, monitor their behavior, and engage them in co-creation of products and services?

## Proposed Modules

- A strategic perspective on social media marketing
- Leveraging networks
- Creating Engaging Content
- Social Media Listening and co-creation
- Assessing Social Media Return on Investment (ROI)
- The Role of Social Media in the Organization

## Who should Attend

- Budding Entrepreneurs, Small Medium Enterprises who would like to leverage the low cost Marketing channels of Social Media
- Marketing managers and their teams
- Students

## Profile of the Resource person



**Malavika R Harita** is passionate about the power of communication, storytelling and digital marketing. She founded Saatchi & Saatchi Focus in India where she has worked on brands like Bosch, Coats, Reliance Polymers, Infosys, Microsoft, Astra Zeneca, Pfizer, Novartis, Mead Johnson, AIS and Novo Nordisk amongst others. She has 36 years of experience in communication and entrepreneurship. Brand consultancy, planning and training are her focus areas. Malavika trained briefly at Saatchi & Saatchi in London, New Zealand and Singapore. She is on the advisory board of the NSRCEL of IIMB where she is actively involved in mentoring start-ups in the profit and non-profit sectors.



**Prof. Shanmugam Gnanasambandam** is an Associate Professor at XIME Bangalore. His qualifications includes - B.Tech, M.Tech and PGDM (Marketing). He has 24+ years of work experience in the IT/Telecom industry, in organizations like Infosys, Siemens Communication Software and Tata Telecom. His Technology/Domain areas of work includes - Telecom, Customer Relationship Management (CRM), Enterprise Mobility Solutions and Business Intelligence. His functional areas of work spans across Customer Service Management, Product Development, Group/People Management, Operations/Process Management, Project Management, Consulting and Training.



**Mr. Anand Srinivasan** has nearly two decades of industry experience, predominantly in IT services. Worked in managerial positions accountable for delivery of projects to international clients in a variety of domains. He graduated with a PGPEM from IIM Bangalore and a Bachelor's from BITS, Pilani. He has been with XIME as a faculty since September 2016.

## Venue

XIME Campus, Electronics City Phase-2, Bangalore - 560 100

## Dates

14<sup>th</sup> and 15<sup>th</sup> November 2018

## Fee Structure

Per Delegate: Rs. 6000/- +GST @18%

Mode of Payment: Cheque / DD / NEFT

## Bank Details

**Beneficiary** : XAVIER INSTITUTE OF MANAGEMENT & ENTREPRENEURSHIP

**Bank Name** : SOUTH INDIAN BANK

**Branch** : KORAMANGALA BRANCH

**Account No** : 0416053000000201

**IFSC Code** : SIBL0000416

## Accommodation

A limited amount of accommodation is available on first come first serve basis. Charges:

- Rs 1000/- for Twin Sharing per day per head
- Rs 1800/- for Single occupancy per person per head.
- GST @ 18% is applicable.
- Mode of Payment: Cheque / DD / NEFT

## About XIME

XIME is one of the top B-Schools of India, with an excellent campus in Bangalore. It was founded in 1991 by a group of academicians headed by Prof. J. Philip, who is a former Director of IIM-Bangalore and a former Dean of XLRI. XIME's flagship programme is its two-year PGDM. XIME has a strong B-Schools network with some of the leading institutions in France, Germany, Italy, the U.S., Brazil, China, Russia and South Africa. XIME received ACBSP accreditation (Accreditation Council for Business-Schools and Programs of the United States), a milestone in the onward progress of the institution. XIME was ranked 50th in the NIRF ranking of B-Schools' published by MHRD, Government of India on 3rd April 2017.

**For Registrations please mail: [mdpblr@xime.org](mailto:mdpblr@xime.org), [anand@xime.org](mailto:anand@xime.org)**

**For any further details, please contact**

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