Digital Marketing in Practice

Date/Language/Venue: December 1-3, 2016/Chinese/Shanghai (699 Hongfeng Road, Pudong, Shanghai)
Fee: RMB 24,800
Programme Fee includes tuition, course materials, and interpretation and translation fees. The full fee must be paid no later than 30 days before the start of the programme. Applications made within 30 days of the start of a programme require immediate payment. As of today, any successful applicant for programmes offered by CEIBS Executive Education Department via the official website will be entitled to a 1,000-yuan discount per programme. CEIBS Executive Education Department shall reserve the right to final interpretation of the discount.

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The digital revolution sweeping across the world is not only reshaping our life, but also changing the rules of the game in the media, social networking and commercial sectors. Digital application makes it unprecedentedly convenient for us to access and analyze data. However, not all companies have obtained marketing dividends brought by the digital revolution. While providing us with new marketing concepts and tools, Internet technologies, big data, smart facilities, 3D printing and cloud services have made consumers smarter and stronger, posing new challenges to marketing.

- How to strike a balance between traditional and new media?
- How to make the most of the platform to run display ads and search ads?
- How to facilitate efficient brand communication through social media to influence public opinions and heighten consumer awareness in a diversified marketing environment?
- How to assess the ROI of marketing models?

All these questions need to be properly addressed by marketing directors. The Programme will highlight not only the up-to-date research findings concerning digital marketing, but also the sharing of the best business practice by executives from leading companies in the digital age so as to help participants turn challenges into opportunities by making full use of novel technologies brought by the Internet.

Objective
The Programme aims to share with the participants the up-to-date research findings and best business practice with regard to digital marketing, and probe into the challenges in the digital age to help executives follow the trends, grasp opportunities, and formulate and adjust marketing strategies in order to create greater value for the company.

Participants
The Programme is specially designed for middle and top managers who are focused on corporate transition and marketing in the digital age. Typical participants include CMOs, VPs of Marketing, Marketing Directors, Sales Directors, and Marketing Managers.

Benefits
Participants will need to:
- Measure the value created by new media;
• Find the real value of social media data;
• Explore the essence of new media as a communication channel and review the relationships between traditional and new media;
• Adapt to a novel interaction model to produce better content through new media and create new business opportunities;
• Understand how digital media reshape the marketing and sales channels, and develop an ability for quick response and real-time interaction to engage consumers in conversation;
• Make the most of the platform to run display ads and search ads;
• Learn how to deal with the extraordinary changes caused by social media in the marketing environment;
• Understand the risks and returns brought by social media;
• Assess the ROI of marketing models;
• Make full use of inbound marketing

Content
• Online ads and offline ads
• Display ads and search ads
• Rules for social media communication
• Approach to meeting the challenges posed by social media to companies
• Third-party review
• Inbound marketing

Schedule

Day 1

Morning | Display ads and search ads
- Differences between online ads and offline ads
- How to compare online ads with offline ads?
- How to run display ads?
- How to run search ads?

Afternoon | Digital marketing case study (I)

Day 2

Morning | Social media
- Types and features of social media
- Principles underlying social media communication
- How to leverage social media communication?
- How to avert negative effects of social media communication?

Afternoon | Digital marketing case study (II)

Day 3

Morning | Third-party review
- Impact of the third-party review on customers’ decision-making
- How to monitor the third-party review?
- How to influence the third-party review?
- How to make use of inbound marketing?

Afternoon | Digital marketing case study (III)
Executive Education Programme
Digital Marketing in Practice

Faculty
Prof. Wang Gao, Programme Director
- Professor of Marketing, CEIBS
- Co-director of Centre for Globalization of Chinese Companies, CEIBS

Admissions
Applicants can apply for the programme in either of the following two ways:

- Online application: Please visit the CEIBS Executive Education website at http://exed.ceibs.edu, and then select the programme you want to take and click “Apply Now” to apply for the programme. Any successful applicant via the official website will be entitled to a 1,000-yuan discount per programme.
- Please call the CEIBS Customer Service Team for an E-Application Form, and then fill in the form, and send it to the CEIBS Customer Service Team by email.

Applications are required at least 30 days before the programme start date. Applications are reviewed as they arrive and admissions are subject to the final confirmation of CEIBS. Any applications received after that date will be considered on the basis of space availability. For more information, please contact our Customer Service Team in Shanghai, Beijing or Shenzhen.

Cancellations
Any cancellation made 30 days or more prior to the programme start date is eligible for a full refund of programme fees paid. However, any expenses arising therefrom shall be the responsibility of the applicant or his/her employer. Any cancellation made fewer than 30 days prior to the programme start date shall be subject to a fee of 20 percent of total programme fees. After the programme begins, no fees shall be refunded for participants who withdraw from the programme for any reason.

Customer Service Team

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CEIBS reserves the right to amend information including price, date, location, faculty, daily schedule and other details.