

### 5.10. Corporate Branding in Digital Era

**Objective:** Through case studies, simulations, interactive sessions, hands-on-learning, and class exercises, participants will learn best practices and develop the skills to connect business objectives with digital and social media strategy, platforms, and tactics. The objective is to help participants learn:

- How to achieve the goals of **Digital India**
- Understanding the process of digital transformation
- Better understanding the importance of digital branding in today's connected world
- Online mis-information management
- Enhancing user experience using digital platforms
- Enhancing brand image in digital era

#### Program Schedule

Day	Session-1	Session-2	Session-3	Session-4
1	Digital India Mission	Digital Transformation: Journey from Offline to Online	Listening Online Voice	Enhancing Digital Presence
2	Personal Branding	Communication of Real-time Public Interest Information	Dark Side of Digitalization	Misinformation Management
3	Digital Marketing Strategies-1	Digital Marketing Strategies-2	Use of social media for Branding-1	Use of social media for Branding-2
4	Institutional Branding	Enhancing Consumer Trust over Digital Platform	Better Reach using Digital Platforms	Users Experience over Online Platforms
5	Journey Mapping	Enhancing Engagement over Digital Platforms	E-CRM	Digital Leadership

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