



# S P Jain Global launches career focused Digital Marketing & Metrics Program

*S P Jain's Digital Marketing & Metrics (DMM) is a 6-month program that comprehensively prepares students for jobs in the fast-growing digital marketing space.*

MUMBAI, MAHARASHTRA, INDIA, July 27, 2016 /EINPresswire.com/ -- Dr Raja Roy Choudhury, a double PhD in Economics & Psychology having more than 28 years of diverse industry experience in national and international assignments is spearheading the Professional Digital Marketing & Metrics Program of S P Jain School of Global Management in Mumbai. The program is scheduled to launch in September, 2016 and Dr Roy Choudhury shares his insights about the uniqueness of the said program. He highlights 6 key points to go for the program:-

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S P Jain Global's Professional PG program in Digital Marketing & Metrics is a career focused industry relevant program which will equip today's digital marketers for tomorrow's challenges.

*Dr Raja Roy Choudhury,  
Director (Professional  
Programs)*

1.6 months study format allows you to deep dive into Digital Marketing

From SEO, online ads, paid/organic search to social media engagement, content development and inbound marketing – over the course of 6 months, S P Jain's DMM program takes

you deep into every aspect of digital marketing. And, not simply from a theoretical perspective, but through a practical, real-world capstone project where you work in long-term teams to execute a digital marketing strategy with real time assets, measure performance and monitor and improve tactics. The capstone project really sets us apart from traditional digital marketing programs as it allows our students to hone and develop their knowledge and skills of digital tools and strategies even before stepping into the workplace.

## 2. Your learning is real time and very relevant to a career in Digital Marketing

Just like how pilots, F1 drivers and disaster response teams use advanced simulations to learn how to respond to high-intensity situations, our students practice and sharpen their skills in the simulated and real-time environment of our 'Digital Labs'. Students apply key digital marketing concepts and execute real-time and integrated digital marketing strategies for chosen businesses. Panels of industry experts are drawn from several fields who will also support and mentor them throughout the program.

## 3. You graduate as a job ready Digital Marketer

On completing the program, students will have developed a world-class Digital Marketing Portfolio that documents and showcases key elements and learning outcomes of the program. By showcasing a student's command of strategies, digital tools, execution and measurement techniques, the portfolio will act as a starting point for discussion with prospective employers on job opportunities in areas like Digital Marketing, Mobile Marketing, SEO Account Management, Web Analytics, Search and Social Media Management, Web Content Management, Digital Creative Development, Marketing

Communications and Strategic Marketing, among others.

#### 4. You learn from the best in the field

Participants of the program are guided and stimulated by a world-class body of local and international faculty comprising highly skilled industry experts and leaders. Their repertoire of industry experience and research background establishes them among the leaders and opinion makers in the industry.

#### 5. You study in one of the world's best b schools

In the last five years of our short but checkered twelve-year-old history, we have been ranked by three of the world's top four business school rankings – Forbes, Financial Times and the Economist. In each of these rankings, we are the youngest school featured – an accomplishment we attribute to our unique and innovative model of business education.

#### 6. You are exposed to a unique learning approach

The Digital Marketing program makes use of an innovative 'Discontinuous Learning' approach that combines in-class learning and mentorship training with a practice-based approach that encourages students to test theories by executing campaigns in real time.

The learning system that three core pillars:

Classroom learning & exposure  
Simulated and real-time execution in the 'Digital Lab'  
Capstone Project

Dr Raja Roy Choudhury says, "With the growing smartphone penetration, content consumption behavior is now being driven by smartphones. This has led to increase in mobile advertisement spends as well. Another strong factor for the growth of digital advertising market is driven by the new found love for OTT video services. While it is a true fact that 90% of households in India have a television set, still watching other content on laptops and smartphones based on individual choices has been a key trigger for increasing adoption and usage of OTT services."

He further adds that the program has caught the imagination of a lot of corporate & professional firms and digital media and marketing companies and industry practitioners are coming forward for mentorship, internships and placement support.

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