

DMM 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 has three core pillars:

CLASSROOM LEARNING AND EXPOSURE

Set within the traditional definitions of a classroom, participants are exposed to interactions with specialists and experts in the digital marketing space. These include both world-class professors and industry leaders who have predominantly worked in the digital space. Participants are expected to discuss case studies of varied firms that have experienced both successes and failures in the digital marketing arena.

SIMULATED AND REAL-TIME EXECUTION IN THE ‘DIGITAL LAB’

In the simulation lab, 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 course of the program.

CAPSTONE PROJECT

The Capstone Project is a core element of the Digital Marketing curriculum. Students work in long-term teams to execute a digital marketing strategy with real-time digital assets, measure performance, and use the feedback to monitor and improve the tactics. The capstone project module has been distinctively designed to be in complete sync with the in-class modules.

STUDENTS COMPLETE THE CAPSTONE PROJECT BY UNDERTAKING THE FOLLOWING STEPS:

- Students, in their respective teams, pick an industry vertical and product category and set up a fictitious firm with specific value propositions
- Using the techniques and concepts learnt in the classroom, they are expected to apply the digital marketing strategy for their companies. This can include strategies like setting up social network profiles or building a mock website/mobile application.
- Using both paid and unpaid means, student must popularise and bring visitors to the digital assets of the company.