



Estd. 1990

IMS GHAZIABAD

UNIVERSITY COURSES CAMPUS
Status of 12(B) by UGC



MANAGEMENT DEVELOPMENT PROGRAM

Leading Advertising Transformation for Sustainable Business in the Digital Era

7th to 8th December, 2024





Established in 1991, MICA is the only residential institute in the Asia-Pacific region, dedicated to creating leadership in Strategic Marketing and Communication. MICA, an autonomous, non-profit institution, offers a wide range of academic programmes including four residential programmes: Post Graduate Diploma in Management–Communications (PGDM-C), Post Graduate Diploma in Management (PGDM), Post Graduate Certificate Programme in Crafting Creative Communication (CCC) and Fellow Programme in Management–Communications (FPM-C).

MICA's spirit lies in its grasping of contemporary trends and sensibilities, addressing the needs of an ever-changing environment. The MICA brand assures effective delivery of Strategic Marketing and Communication solutions to the industry, government, and community.

About MICA LMDP

MICA's LMDP program aims to provide industry professionals with executive knowledge aligned with industry standards and increase their ability to deliver in a competitive market by utilizing interactive pedagogies like case studies, projects, and simulations taught by MICA faculty and industry experts. MICA designs LMDPs after systematically assessing the client's learning and development needs and providing clear learning objectives and outcomes.

IMS Ghaziabad, established in 1990, is a renowned educational institution offering diverse professional programs in Management, International Business, IT, Biosciences, and Journalism. Accredited by NAAC with Grade 'A' and awarded a 12(B) Status by UGC endorses its commitment to education, research and skilling. The institution provides world-class infrastructure and fosters a dynamic learning environment. With over 35,000 alumni, it is committed to producing future leaders and also training them continuously for being sustainable in the dynamic work environment. The MDP Cell at campus works tirelessly to support this vision.



Program Objectives

In the fast-changing digital world, businesses constantly face new challenges and opportunities. To help industry leaders, marketers, and strategists navigate this complex marketing environment, the "**Leading Advertising Transformation for Sustainable Business in the Digital Era**" program has been designed with conceptual and contemporary tools, knowledge and insights. The program looks at digital transformation, growth and advertising to enable businesses to transform and thrive in the digital era.

Program Contents

- Understanding the changing context of advertising
- Understanding advertising strategy in the digital era
- Driving business transformation in the digital era
- Mastering consumer insights for communication effectiveness
- Utilizing social media for enhanced consumer engagement
- Brand Architecture - Understanding brand architecture
- Brand Architecture - Understanding the master brand and all other brands in the organization
- Brand metrics - How do we make sense of brand performance? What are the right metrics to use?

Expected Outcomes

- Participants will identify key concepts and contemporary tools related to digital transformation and advertising strategies.
- Learners will critically evaluate digital marketing challenges and opportunities, create strategies for navigating the complex digital AI environment.
- Participants will apply learned frameworks and insights to create innovative advertising solutions across platforms.
- Learners will assess the effectiveness of digital transformation strategies, aligning brand architecture for growth and long-term business success.

Profile of the Speakers

Dr. Falguni Vasavada, Professor of Marketing and Co-Chair of MDP at MICA, is a distinguished academic with over 25 years of expertise in Marketing and Advertising. A double gold medalist, she has mentored entrepreneurs and trained corporate professionals in areas such as Advertising Management & Public Relations, Marketing and Brand Management and Social Media. She has published extensively in international journals, presented at global conferences, and engages in international research collaborations. A TEDx speaker, she is frequently invited to speak on topics including Personal Branding, Advertising and Social Media, she is also visiting faculty at management institutions of national and international repute.

PROF. FALGUNI VASAVADA <<



Kaustav brings 27 years of experience as an entrepreneur, advisor, consultant, and investor with interests in technology, alternative media, platforms and ecosystems, education, healthcare, and culture. He is actively involved in teaching and mentoring students, collaborating with institutions like MSSU Mumbai, MICA Ahmedabad, and incubators at IIM Calcutta and Lucknow. Kaustav holds degrees from London Business School, University of Southampton, University of Cambridge, and Babson College. He also works with nonprofits like Y-East France and Southampton Impact Lab. An avid cricketer and mountain enthusiast, he also writes fiction for Bengali cinema.

>> **PROF. KAUSTAV MAJUMDAR**



Chandradeep (CD) Mitra is a seasoned strategy coach, marketing professor, and mentor with a focus on startups and entrepreneurship. He serves as Visiting Faculty at IIM Calcutta and SP Jain Mumbai, and is the CEO of PipalMajik and Anvetion Consulting. As Founder Director of Neoleap Business Ventures, CD supports startup acceleration in Eastern India. He advises the Centre for Entrepreneurship and Innovation at IIM Calcutta and is a key member of TiE's Kolkata chapter. With extensive experience in branding and innovation consulting, CD has led marketing operations for global firms like Lowe Lintas, O&M, and DDB Mudra.

» PROF. CD MITRA

Target Participants

- Brand Managers, Communication Experts and Marketing Professionals from across industry
- Any professional looking to enhance their skills.

CERTIFICATION

Certificate of participation co-signed by MICA, Ahmedabad and IMS Ghaziabad (University Courses Campus) will be issued on successful completion

Early Bird Registration
Till 05th October 2024

INDIVIDUAL = ₹ 10999/-

GROUP REGISTRATION = ₹ 9999/-
(In a Group of Three only)

After 05th October 2024
Fee for ALL ₹ 12499/-

Payment Mode - Account

A/c Name Institute of Management Studies
Bank Punjab National Bank
Account No. 51461131000392
IFSC PUNB0514610
Branch IMS Lal Quan, Ghaziabad

Terms & Conditions

- Last date for registration and payment is 25th November, 2024.
- Fees once paid will not be refunded.
- MDP Fee includes program kit, training material, lunch & refreshments for 2 days
- Limited seats. Registration confirmation on first come basis

Scan to
Register
& Pay



<https://forms.gle/U43PGKfV7zbZYxBX6>



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Contact Number: 9205559648
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INSTITUTE OF MANAGEMENT STUDIES, GHAZIABAD (University Courses Campus)

In the **Digital Age**

sustainable business is no longer just a strategy but a responsibility, and advertising must lead the way—shaping conscious consumption, building ethical brands, and driving transformative change.