



S P Jain
School of Global
Management

DUBAI • MUMBAI • SINGAPORE • SYDNEY

Delivered by

simplilearn

Professional Certification in **Digital Marketing**

Official Partner:  Meta



**ChatGPT and
Generative AI tools**



**Live interactive
Sessions**

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About the Program

Reimagine marketing in the digital age with this comprehensive digital marketing program. Gain practical knowledge and expertise through live interactive sessions, 10+ real-world case studies, 35+ digital marketing tools, and 16+ projects. You're also entitled to a Meta Certified Digital Marketing Associate exam voucher worth \$99 at no additional cost. Furthermore, this program covers essential areas such as behavioral marketing, SEO, SEM, social media, email marketing, mobile marketing, content strategy, analytics, AI, automation, and emerging technologies to prepare you for the fast-paced digital world and enable you to deliver exceptional results. The various capstone projects at the end of the program will help you apply all the concepts you have learned to solve real-world marketing problems and fill gaps in strategies.



Key Features of the Program



Certificate from SP Jain School of Global Management and Simplilearn



Masterclasses delivered by SP Jain School of Global Management's top faculties



Live classes delivered by digital marketing industry experts



Explore the use of Generative AI in Sales and Marketing



Free Meta Certified Digital Marketing Associate exam voucher



5 Capstone problem statements and 15+ course-end projects



10+ case studies from brands like Adidas, KFC, Nike, Intel, etc.



Course aligned with Hootsuite and SE Ranking Certification



Access to master sessions by Meta Blueprint trainers



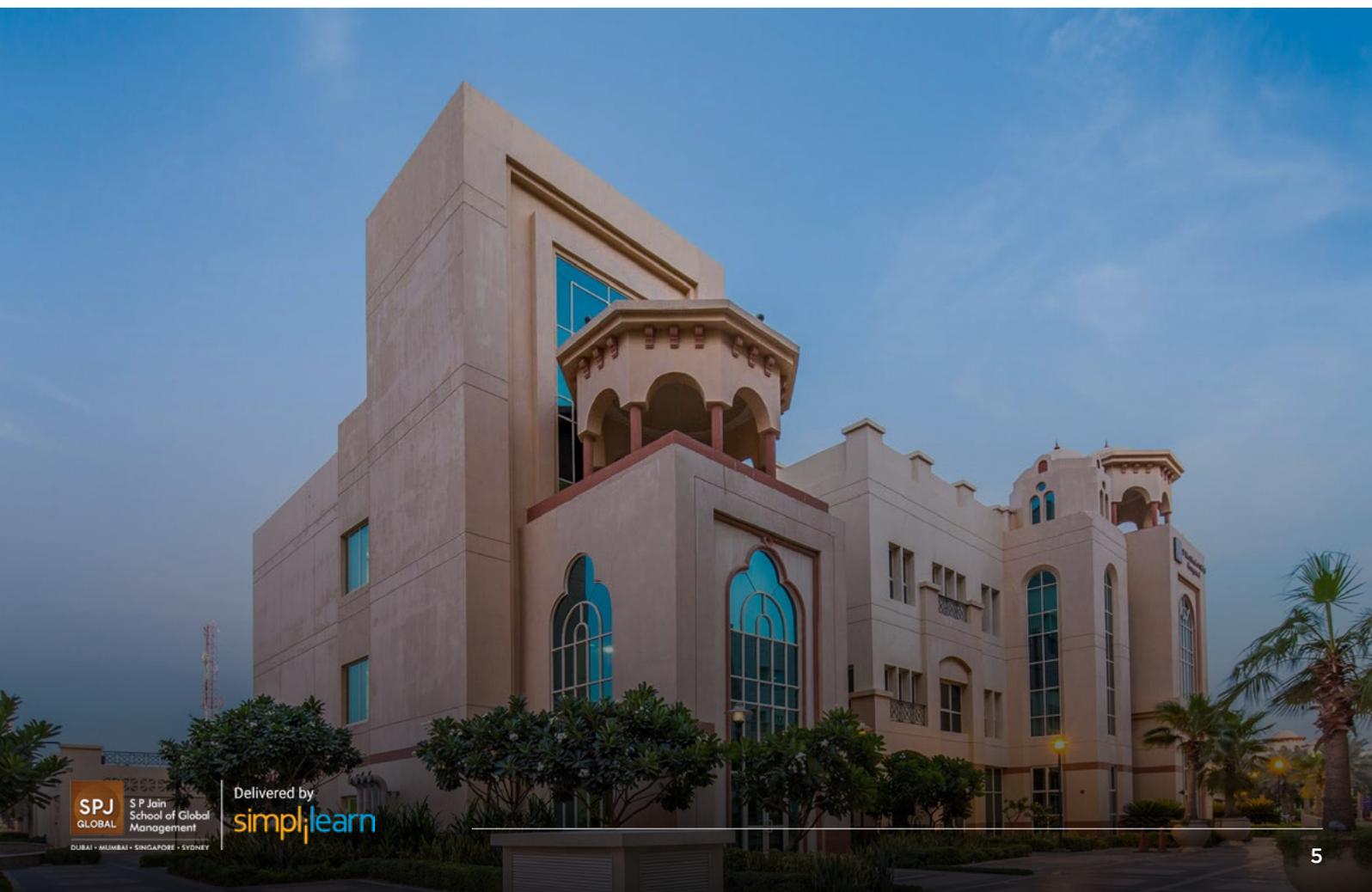
Learn 35+ digital marketing tools



Simplilearn's career services to help you get noticed by top hiring Companies <India only>

About SP Jain School of Global Management

SP Jain School of Global Management is an Australian business school that provides modern, relevant, and practical global business education. With campuses in the dynamic business hubs of Dubai, Mumbai, Singapore, and Sydney, SP Jain is renowned for offering multi-city undergraduate and postgraduate programs. For its flagship Global MBA program, the School has been ranked by reputed international publications such as Forbes, Times Higher Education–Wall Street Journal, The Economist, and Financial Times. Globally intelligent and culturally agile, an SP Jain graduate is empowered with the skills and confidence to drive decisions and take on the global challenges of the 21st century. Accredited by TEQSA (AUSTRALIA), KHDA (UAE), CPE (SINGAPORE) continues to build its legacy with time, even today.



About Meta

Meta builds technologies that help people connect, find communities, and grow businesses. When Facebook launched in 2004, it changed the way people connect. Apps like Messenger, Instagram, and WhatsApp further empowered billions around the world. Now, Meta is moving beyond 2D screens and toward immersive experiences like augmented and virtual reality to help build the next evolution in social technology.



Master sessions by
Meta Blueprint
Trainer



Meta Certified Digital
Marketing Associate
Exam **Voucher**



Course aligned with
Meta Certified **Digital**
Marketing Associate
Exam



Learn foundational
advertising concepts
on **Facebook**,
Instagram, and
Messenger



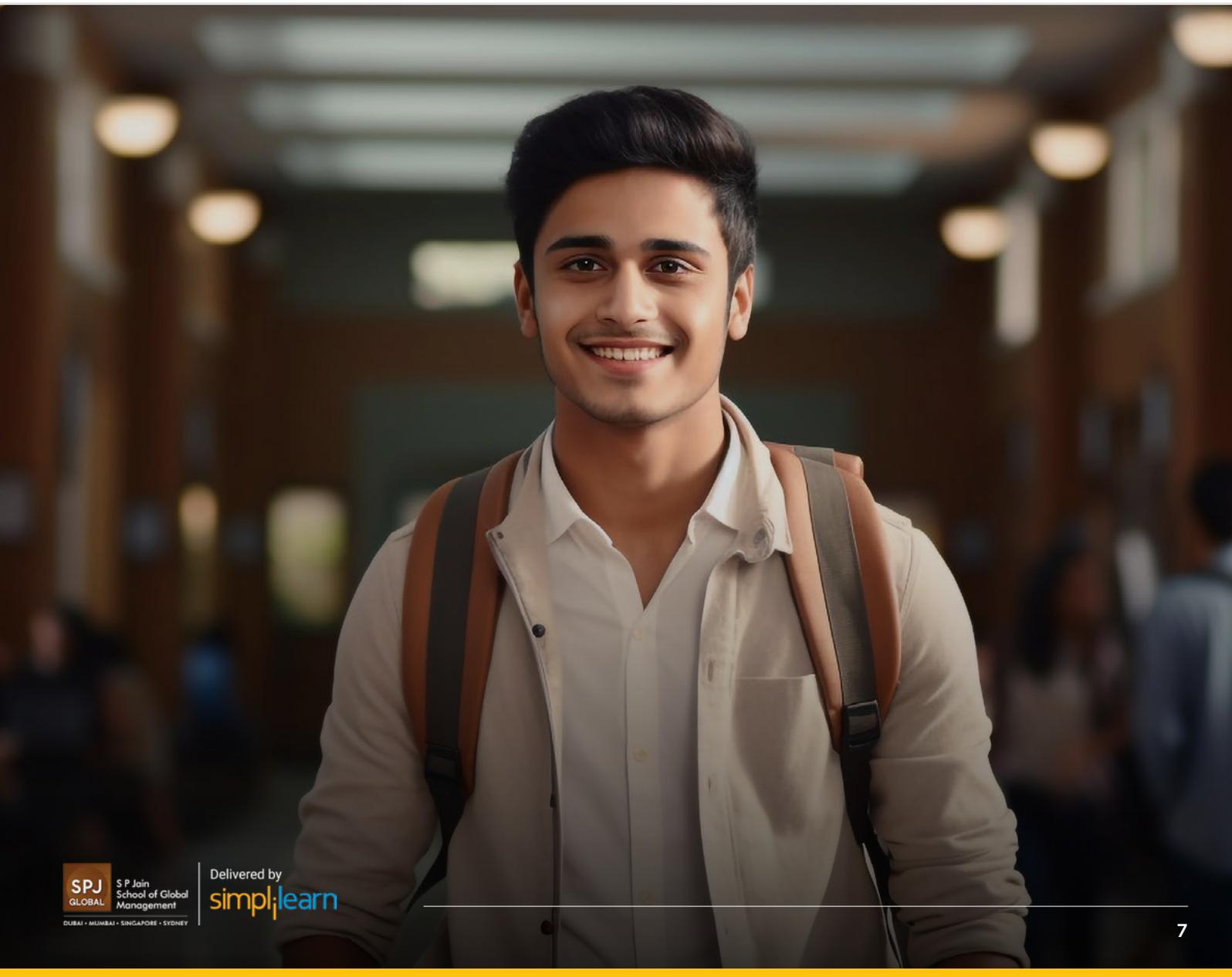
Self paced
content for **Digital**
Marketing Associate
Certification Exam
training



**“Earn Meta Certificates Digital Marketing Associate
Badge after passing the exam!”**

About Simplilearn

Simplilearn, **a Blackstone Portfolio Company** is the world's #1 online Bootcamp provider, enabling learners across the globe with rigorous and highly specialized training offered in partnership with world-renowned universities and leading corporations. We focus on emerging technologies and skills, such as data science, cloud computing, programming, and more – that are transforming the global economy. Our training is hands-on and immersive, including live virtual classes, integrated labs and projects, 24x7 support, and a collaborative learning environment. Over two million professionals and 2,000 corporate training organizations across 150 countries have harnessed our award-winning programs to achieve their career and business goals.



Digital Marketing Case Studies



Become a New-Age Marketer with Generative AI

Embrace the Future: Gen AI's Role in the Evolution of Sales and Marketing

- ✓ Master Gen AI-powered marketing strategies across various channels such as SEO, social media, email, and mobile marketing
- ✓ Forecast sales trends, enhance CRM processes, and predict customer behavior with AI
- ✓ Optimize pricing, promotions, and customer retention with help of Gen AI-powered marketing strategies
- ✓ Learn personalized communication with Chatbots and Virtual Sales Assistants
- ✓ Maximize efficiency with Gen AI-powered time savings



Simplilearn Additional Benefits

SE Ranking

Get free access to the SE Ranking platform for 1 year!



Recommended Certificates

This Professional Certification in Digital Marketing will help you prepare for the external certifications listed below. While the program offers comprehensive coverage of various topics, it is crucial to acknowledge that you must also prepare and study additional subjects specific to the chosen certification. Simplilearn recommends enrolling for Google, Meta, and HubSpot certifications, which are not included in the program.

Hubspot



Social Media Certified

Mike Maddaloni

The bearer of this certificate is capable and skilled in applying inbound social media strategy. They have been tested on best practices and are ready to take an inbound approach to social media including: social monitoring, content strategy, social engagement, creating social media policies, and demonstrating social ROI to stakeholders.

Valid from: Apr 27 2021 - May 27 2023

Certification code: 6c71451234789012345678901234567890

HubSpot Academy *Ajmanir*
CEO Yaman Rangan



Digital Advertising Certified

Priya Dogra

The bearer of this certificate is knowledgeable and skilled in digital advertising. They have been tested on best practices and have an understanding of digital advertising.

Valid from: May 20 2022 - Jun 19 2023

Certification code: 84b75e123456789012345678901234567890

HubSpot Academy *Ajmanir*
CEO Yaman Rangan



Digital Marketing Certified

Mahmudul Hasan Rifat

The bearer of this certificate is capable and skilled in applying digital marketing practices with an inbound mindset. They have been tested on the content and best practices and have an understanding of creating search engine-friendly content, optimizing a website, creating a social media strategy, using video to engage their audience, amplifying their messaging with advertising, and measuring the results of their efforts.

Valid from: Feb 10 2023 - Mar 11 2024

Certification code: 4c6f80123456789012345678901234567890

HubSpot Academy *Ajmanir*
CEO Yaman Rangan



Content Marketing Certified

Priya Dogra

The bearer of this certificate is capable and skilled in content marketing. They have been tested on best practices and are capable of applying them to long-term content planning, content creation, promotion, and analysis, and increasing results through growth marketing.

Valid from: May 18 2022 - Jun 16 2024

Certification code: 4d4e60123456789012345678901234567890

HubSpot Academy *Ajmanir*
CEO Yaman Rangan



Inbound Marketing Optimization Certified

The Knowledge Time

The bearer of this certificate is capable and skilled in refining and optimizing their inbound marketing strategies. They have been tested on the best practices and have an understanding of planning effective marketing projects, implementing conversational marketing, optimizing for higher conversion rates, making a website accessible, and gathering customer testimonials. All this will help this inbound marketer continue to solve for their customer and grow and scale their organization.

Certified: Apr 22 2022 - Valid until: May 22 2023

Certification code: 816b73e123456789012345678901234567890

HubSpot Academy *Ajmanir*
CEO Yaman Rangan



Inbound Marketing Certified

Brian Halligan

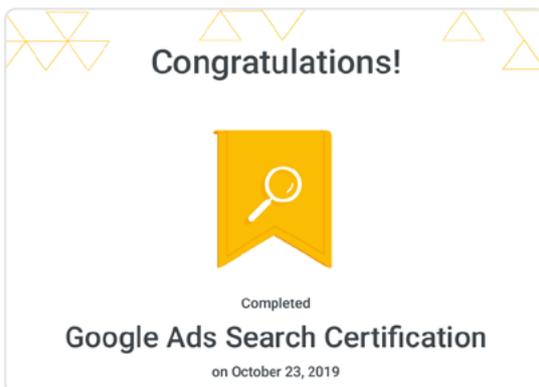
The bearer of this certificate is capable and skilled in applying inbound marketing techniques. They have been tested on best practices and are ready to take an inbound approach to creating content, using social promotion, converting and nurturing leads, and marketing to customers.

Certified: Jun 16 2019 - Valid until: Jul 15 2021

Certification code: 816b73e123456789012345678901234567890

HubSpot Academy *Brian Halligan*
CEO Brian Halligan

Google



Meta Blueprint



Eligibility Criteria

For admission to this Professional Certification in Digital Marketing, you must have:

- ✓ 2+ years of work experience preferred
- ✓ A bachelor's degree in any discipline

Application Process

Candidates can apply for this program in 3 simple steps:

Submit an Application



Fill out the application and include a brief statement of purpose to explain to our admissions staff why you are qualified for and interested in the program.

Application Review



A group of admissions counselors will analyze your application and statement of purpose after you submit it to ascertain your qualifications and interest in the program.

Admission



Candidates who meet the requirements will be given an admissions offer. By paying the program cost, you can accept this offer.

Talk to an Admissions Counselor

Our staff of committed admissions counselors can assist you with the application process and other relevant issues.

You can connect with them to:

- ✓ Answer any questions you have about the application
- ✓ Provide details about available financial assistance (if required)
- ✓ Help you understand the program better and respond to your questions



Program Outcomes

At the end of this Professional Certification in Digital Marketing, you will be able to:

- ✔ Use the fundamental ideas and techniques of digital marketing to promote your business and **increase your customer base**
- ✔ Plan and implement **digital marketing campaigns** across different domains
- ✔ Optimize your pages for **SEO** and rank them your pages higher on search engines with **keyword optimization** techniques
- ✔ Create a campaign and bidding strategy for your **paid marketing campaigns**
- ✔ Create content on platforms like **Facebook, Instagram, LinkedIn, and Twitter**, and run advertisements there
- ✔ Target customers with mobile devices using various **mobile marketing** techniques
- ✔ Plan and implement **inbound and outbound marketing** strategies
- ✔ Create and implement a **content strategy** based on the goals and objectives at every stage of the marketing funnel
- ✔ Optimize your different campaign **KPIs and metrics** with the help of different leading **analytics tools**
- ✔ Explore the significance of **influencer marketing, video marketing, experiential marketing, voice search, and visual content** in modern marketing strategies

- ✔ Explore the **application of AI and emerging technology** in digital marketing and how it helps automate campaigns and increase productivity
- ✔ Learn how to create and maintain a **blog** for promotion and user interaction.
- ✔ Learn how to promote your product and provide after-sales support in a competitive **ecommerce market**.
- ✔ Learn the basics of **B2B marketing** and increase your reach to the B2B audience.
- ✔ Learn to Leverage Generative AI in Sales and Marketing
- ✔ Learn the application of Generative AI in Sales and Marketing to **drive innovative digital strategies and optimize customer engagement**



Learning Path

Mandatory Learning Path



Electives

- ✓ Blogging
- ✓ E-commerce Listing
- ✓ Affiliate Marketing
- ✓ B2B Marketing
- ✓ AI, Automation & Emerging Technology
- ✓ Generative AI in Sales and Marketing
- ✓ Meta Master Session Jain School of Global Management

Digital Marketing Foundation

This foundation course will cover key concepts such as the differences between digital and traditional marketing, the 4Ps of digital marketing, influencer marketing, voice search, website creation, and behavioral marketing. You will dive deeper into behavioral marketing and analytics, understanding customer lifecycles, buying stages, and the dynamics of the marketing funnel to enhance your strategic marketing approach.

Topics Covered

Digital Marketing Landscape

- ✓ Introduction to Digital Marketing
- ✓ Digital Marketing vs. Traditional Marketing
- ✓ The 4Ps of Marketing (Old and New)
- ✓ The 5 Ps of Strategy
- ✓ How Technology Has Changed the Marketing Landscape
- ✓ Importance of Influencer Marketing
- ✓ Video Marketing: The Future of Ads
- ✓ Leveraging Voice Search
- ✓ Importance of Visual Content
- ✓ UI vs. UX

Website Creation

- ✓ Introduction to Website Creation
- ✓ Introduction to WordPress
- ✓ WordPress Website Creation Process
- ✓ WordPress Plugins and Website Launch

Behavioral Marketing

- ✓ Understanding of Behavioral Analytics
- ✓ Why is Behavioral Marketing Important?
- ✓ Types of Behavioral Marketing
- ✓ How Does Behavioral Marketing Work?
- ✓ Sources to Profile Users Based on Data
- ✓ User Profiling Based on Data
- ✓ Benefits of Behavioral Marketing

Tools Covered



STEP 2

Search Engine Optimization

This module will teach you the importance of Search Engine Optimization(SEO). You will learn how on-page and off-page SEO works, the technical side of SEO to rank higher on search engines, and how to analyze competitors.

Topics Covered

- ✓ Fundamentals of SEO
- ✓ On-Page vs. Off-Page
- ✓ Technical SEO
- ✓ Google's Focus on User Experience
- ✓ Updates, Algorithms, and Ranking Systems
- ✓ Website Asset Optimization (video, images, reviews)
- ✓ Link Building
- ✓ How to Optimize Your Content for Voice Search
- ✓ E-commerce Website SEO for More Sales
- ✓ Increasing the Website Conversion Rate Using SEO
- ✓ Conducting SEO Audit
- ✓ The Future of SEO

Tools Covered



Search Engine Marketing

Learn how paid ads work with the help of keyword research. You will learn about different bidding strategies in-depth in the context of B2B & B2C channels.

Topics Covered

- ✓ Overview of Search Engine Marketing
- ✓ Understanding Concepts of Pay-Per-Click (PPC), Google Ads Algorithm, Ad Rank, & Ad Positioning
- ✓ Bidding and Budget Strategies
- ✓ Keyword Research and optimization using the search term report for better ROI
- ✓ Role and benefits of Ad Extensions
- ✓ Setting up automation rules for ads
- ✓ Strategies to make best ad copies giving 100% ad strength
- ✓ How to target the right customers with demographics, interest, location, etc.
- ✓ Use of dynamic keyword insertion
- ✓ Remarketing ads
- ✓ Integrating with different campaign types and optimization
- ✓ Using RLSA in Google Analytics to maximize the performance of campaigns
- ✓ Difference between the standard shopping ads and smart ads
- ✓ How to optimize feeds at Google Merchant center
- ✓ Learn how to diagnose the shopping feed, identify errors, and correct them
- ✓ Performance Max & Smart campaigns are the future of Google Ads
- ✓ How to create and optimize the mobile app install ads to increase the number of users

Tools Covered



STEP 4

Social Media Marketing

In this module, you will understand the need to leverage social media channels, learn how to select the correct content type in context for each channel, and grasp the importance of social media in e-commerce.

Topics Covered

- ✓ Digital and Social Media Marketing (SMM) Overview
- ✓ Social Brand Management
- ✓ SMM Significance, Role, Goals, and Elements
- ✓ Setting Up Audience Personas
- ✓ SMM Strategy and Channels
- ✓ SMM Key Metrics
- ✓ Organic Postings
- ✓ Creating Facebook and Instagram Ads
- ✓ LinkedIn Marketing

Tools Covered



Strategies for Paid Campaigns

Learn how to perform a deep analysis of paid campaigns and check the metrics of every ad to optimize the campaigns for better conversions. You will also learn about the essential elements of landing pages and related design strategies based on the business and industry.

Topics Covered

- ✔ Overview of Paid Campaigns: How is a Paid Campaign Helpful in Business Building?
- ✔ Introduction to Conversion Rate Optimization and Conversion Funnel
- ✔ Setting Targets Using CRO Benchmarks
- ✔ CRO Analytics: Measuring and Tracking Conversion Rates
- ✔ Principles of a Good Landing Page
- ✔ Readability and Hierarchy of the Landing Page
- ✔ How to Use Interactive Videos, Pictures, and Graphics to Improve Landing Pages
- ✔ The Need Generation Technique or The Scarcity Generation for Persuasion
- ✔ The Theory of Cognitive Dissonance: Persuasion Principle
- ✔ Using Reciprocity: The Principles of Reciprocal Concessions
- ✔ Setting Up Dynamic Ads: Knowing the Musts of the Dynamic Ad Campaigns
- ✔ Best Practices for Marketing Budget Allocation
- ✔ Tracking and Analyzing the Performance of Your Competitors using Auction Insights
- ✔ Facebook Pixel
- ✔ Campaign Bid Strategies Using Portfolios: Google Ads
- ✔ Determining Campaign Budget and Scheduling
- ✔ Building Campaigns in Ads Manager
- ✔ Marketing and Tracking: Attribution Model.

Tools Covered



Content Strategy

Learn about the content research strategies and tools to design the right content from a social media channel point of view. In this module, you will also learn how to define the goals and objectives at every marketing funnel stage using informative content.

Topics Covered

- ✓ Content Marketing as a Backbone of Digital Marketing
- ✓ Best Practices to Optimize the B2B and B2C Content for Different Channels
- ✓ How Content Can Help in Improving the Performance of Paid Ads
- ✓ Designing a Content Structure (Topic Cluster Model Like HubSpot)
- ✓ Best Mobile Ad Content Sizes for Better Results
- ✓ How to Create and Use an Effective Content Calendar for Future Activities
- ✓ Measuring Content KPIs with Google Analytics and Other Tools
- ✓ Designing the Content Framework



STEP 7

Analytics, ROI & Evaluation

Learn about the different types of KPIs and metrics using various analysis tools. Also, work on a live campaign to check the ROI of any product or service and learn how to improve the results.

Topics Covered

- ✓ The difference Between KPIs & Metrics
- ✓ Metrics for Paid/Owned/Earned
- ✓ How to Use Tools Like Crazy Egg to Understand Behavioral Patterns of Users on the Site Interface
- ✓ In Social Media, How is Reach Different from Number of Impressions and How We Can Achieve a 1:1 Ratio
- ✓ Engagement Rate vs. Conversion Rate
- ✓ Bounce Rate vs. Exit Rate
- ✓ How to Analyze Customer Journeys Using Google Analytics
- ✓ How to Set Up an E-commerce Marketing Funnel and Analyze It with Google Analytics
- ✓ How to Calculate ROI for Any Campaign.

Tools Covered



Email and Mobile Marketing

In this module, you'll master the end-to-end email marketing processes, including automation and crafting high-converting email templates. Additionally, you'll understand the significance of mobile apps and marketing, discover techniques for optimizing apps with relevant keywords, and execute effective mobile ad targeting strategies.

Topics Covered

Email Marketing

- ✓ Fundamentals of Email Marketing
- ✓ 5 Email Marketing Strategies to Boost the Growth of Your Business
- ✓ Creating a Mailchimp Campaign
- ✓ Template Creation
- ✓ Types of Leads and Lead Generation
- ✓ Automation and Campaign Execution
- ✓ Overview of Automation Dashboard
- ✓ Creating a Drip Campaign
- ✓ A/B Testing

Mobile Marketing

- ✓ Introduction to Mobile Marketing
- ✓ Fundamentals of App Monetization
- ✓ Google Universal App Campaigns
- ✓ Facebook Marketing
- ✓ Twitter Marketing
- ✓ YouTube Marketing
- ✓ HubSpot CRM and AppTweak
- ✓ How to Rank Higher with ASO
- ✓ Ways of App Promotion
- ✓ Use of SEO and ASO in Mobile Marketing
- ✓ Burst Campaign to Boost App Installs

Tools Covered



STEP 9

Digital Marketing Capstone Project

The insights you have acquired in this digital marketing program can effectively be applied in this capstone project. You can select select from among five distinct capstone projects, each designed to allow practical application of the knowledge you have gained. As the final stage of your educational journey, the capstone project serves as a testament to your proficiency in this field, positioning you favorably for prospective employers.

STEP 10

Digital Marketing Masterclass by SP Jain School of Global Management

Attend online interactive masterclasses delivered by SP Jain faculty and get insights about the latest advancements in the digital marketing field. Understand why it has become essential for any organization to understand and implement these skills to scale up.

Capstone Projects



Adidas is a German multinational corporation that designs and manufactures shoes, clothing, and accessories. It is the largest sportswear manufacturer in Europe and the second largest globally, after Nike. Help Adidas market new products to its target audience and increase its reach.



Skullcandy is a global brand bringing the noise and pushing boundaries far and wide. They have successfully modernized audio and leveled the playing field by making high fidelity affordable and high style attainable. Help keep Skullcandy's youthful and adventurous consumers engaged.



Grand Savings Bank is a full-service community bank providing a diverse line of financial products and services to individuals and business customers. Help GBS gain more visibility and rank higher on search engines to grow and increase its customer base.



Toast is a high-end, niche fashion retailer and part of the French Connection group that needs help reaching new customers and driving revenue while adhering to a strict set of brand guidelines, a sense of style, and seasonal trends – both in terms of fashion and traffic.



Attend online interactive masterclasses delivered by SP Jain faculty and get insights about the latest advancements in the digital marketing field. Understand why it has become essential for any organization to understand and implement these skills to scale up.

Electives



Blogging

This course teaches how to create and maintain a blog for promotion and user interaction.



E-commerce Listing

Learn the basics of the e-commerce listing process. Learn how to promote your product and provide after-sales support.



Affiliate Marketing

Learn the basics of affiliate marketing and how to use it to promote your business effectively.



B2B Marketing

Learn the basics of B2B marketing and various marketing techniques to increase your reach to B2B audiences.

AI, Automation & Emerging Technology



Gain insights into how Artificial Intelligence (AI) transforms digital marketing by automating processes and improving overall performance. Furthermore, the module will explore emerging technologies like auto chat and voice search, giving you a comprehensive understanding of the latest developments in the digital marketing industry.

Generative AI in Sales and Marketing



Explore cutting-edge digital strategies in sales and marketing, integrating Generative AI (Gen AI) to revolutionize traditional approaches. From Gen AI-powered marketing strategies to predictive analytics and CRM enhancements, this course offers hands-on experiences and insights into leveraging Gen AI for optimized sales, marketing plans, and customer relationship management. Navigate future trends and ethical considerations while delving into real-world case studies for actionable takeaways.

Meta Master Session



Attend online interactive master sessions by Meta Blueprint trainers and get insights about the latest trends in the digital marketing field.

Certificate



Shareable on:   

SP Jain Faculty Profiles



Dr. Smitha Ranganathan

Associate Professor

Dr. Smitha Ranganathan is an Associate Professor renowned for her expertise in marketing management and branding strategies. With a Ph.D. in Management from Jain University and a diverse corporate background, she brings a wealth of practical insights to her teaching and research. She has held key positions in academia, including roles at SP Jain School of Global Management and as visiting faculty at esteemed institutions like TA Pai Management Institute. Her research interests focus on integrating offline and online media platforms for effective branding propositions, particularly within the pharmaceutical sector. A prolific writer, Dr. Ranganathan has contributed to numerous publications and is a sought-after speaker, addressing topics such as digital marketing dilemmas and achieving customer centricity in the digital era. She has been recognized with prestigious awards for her outstanding contributions to content leadership and women's empowerment in the field. In addition to her academic pursuits, Dr. Ranganathan maintains an active corporate engagement, serving as Chief Story Teller at SSR Brandlooms and advising organizations on strategic brand management.



Dr. Nada Sayarh

**Associate Professor – Marketing,
Assistant Dean – Executive MBA, and
Deputy Director – Ethics, Sustainability &
Social Responsibility (ESR)**

Dr. Nada Sayarh Lebbar is an accomplished academic and marketing professional, currently holding the positions of Associate Professor in Marketing, Assistant Dean for the Executive MBA program, and Deputy Director for Ethics, Sustainability & Social Responsibility (ESR). With a diverse educational background including a Ph.D. in Management from the University of Geneva, Switzerland, and extensive corporate experience spanning roles such as Marketing Director at Mundiapolis University, Casablanca Morocco, Senior Brand Manager at Colgate Palmolive, Brand Manager at Procter and Gamble, and Marketing Manager at Royal Dutch Shell, Dr. Nada brings a wealth of knowledge to her roles. Her areas of expertise cover Marketing Strategy, Brand Management, Digital Marketing, Global Marketing Management, Marketing Research, Entrepreneurship, and Design Thinking. With a proven track record in academia, having taught at institutions including SP Jain School of Global Management and the University of Geneva, Dr. Nada's practical understanding of marketing dynamics, combined with her scholarly pursuits, makes her a prominent figure in both academic circles and the corporate world.



Prof. Marco Selakovic

Assistant Professor – Marketing & Communication

Marko Selakovic, Assistant Professor in Marketing & Communication, holds a Doctor of Business Administration from SP Jain School of Global Management, Dubai/Sydney, Australia, a Master of International Business from DOBA Faculty of Applied Business and Social Studies, Maribor, Slovenia, and a Bachelor of Science from the University of Pristina, Kosovo. With expertise in Marketing & Strategy, World Cultures & Communication, and Consulting Management, Marko teaches subjects such as Digital Marketing Analytics, International Business, and Business Communication at SP Jain School of Global Management, Dubai, UAE. His rich corporate background includes roles such as Advisor to the President at Al Jazira SC and Managing Director at StratCom. Marko's consulting experience spans various organizations, including serving as Chairman of the Serbia Business Council and Director of EXPO 2020 Serbia Business Program. With a diverse skill set and real-world experience, Marko brings a dynamic perspective to academia and professional practice.



Ramu Shankar Rao

Professor and Corporate Trainer

Mr. Ramu has over 28 years of experience with significant senior corporate management roles in the Healthcare industry with giants like Medtronic and St Jude Medical. The last corporate assignment was with St. Jude medical as Director of sales and marketing responsible for growing and managing the business and teams in South Asia. In his current role, he trains corporates to drive sales and marketing efforts, strategy and organization growth. He advises clients ranging from Fortune 500 companies to family owned businesses. He coaches business owners and professionals towards achieving revenue and profit growth. He spends much of his time coaching senior leaders on how to align their teams for ultimate success. He is a passionate trainer and conducted training programs for companies like Covidien, Kimberly Clark, Medtronic, Cisco, Abbott, TTK Pharma, Smiths Medical, Kalash Seeds, Alan Electro-systems, Ugam and so on. By way of skill building programs, he helps companies build strong frontline sales team to SBU heads.



Dr. Umesh Kothari

Professor and Corporate Trainer

Professor Umesh Kothari has over 25 years of rich industry experience in the UAE, USA, and India. He has helped several organizations achieve their strategic marketing goals supported by insights and analytics. He has worked for leading organizations like Nike, Frost & Sullivan, Pepsi Cola, Nielsen, and Union National Bank (now ADCB). Professor Kothari has been associated with SP Jain since 2005 and teaches the School's undergraduate and postgraduate cohorts at the Dubai, Singapore, and Mumbai campuses. His areas of expertise are marketing, strategic marketing, research methodology, brand management, big data analysis and statistics. He has authored various papers and has been a panel member at webinars and international conferences. He is a Team Leader with Dubai Quality Awards, assessing organization's in business excellence. He has been recognized by the Dubai Quality Group as an industry best practice for institutionalizing a customer experience service award for a local bank



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Disclaimer: All programs are offered on a non-credit basis and are not transferable to a degree.