



भारतीय प्रौद्योगिकी संस्थान दिल्ली  
Indian Institute of Technology Delhi



# CERTIFICATE PROGRAMME IN DIGITAL MARKETING

Starts September 27, 2022 | 6 Months | Online Learning

Programme offered by Continuing Education Programme (CEP), IIT Delhi

# OVERVIEW

Advertising spends growth in India is estimated to slip to 22% to INR 1.08 lakh crore in 2022, which will witness the digital medium overtake television (Business Standard, 2022). The ways of attracting, engaging, and retaining customers have evolved in today's dynamic digital times. The 21st-century customers' digital nativity changes the rules. India's internet economy to touch \$1 Tn by 2030 (Inventiva, 2022), further supporting the accelerated impact of digital marketing as the most relevant, creative, and cost-effective form of marketing today.

To succeed in this shifting digital marketing landscape, you need to learn new-age strategies and gain in-demand skills, to be industry-ready. The Indian Institute of Technology Delhi (IIT Delhi) has designed the six-month online **Certificate Programme in Digital Marketing** to help you boost your career by becoming industry-ready for a high-growth career in digital marketing. This cutting-edge programme provides an end-to-end understanding of the digital marketing landscape, and will build your capability in leveraging analytics in improving the customer journey, managing engaging campaigns and maximising business profits. At the end of the programme, you would become a proficient digital marketer with an understanding of management processes in general, and marketing in particular, and will be able to fast track your career aspirations.

# WHO IS THIS PROGRAMME FOR?

Does your work involve acquiring and retaining customers? Are you ready to learn in-demand digital marketing strategies to maximise reach and conversions? Then, become an agile and future-ready digital marketer by joining this high-impact programme, specially curated for:

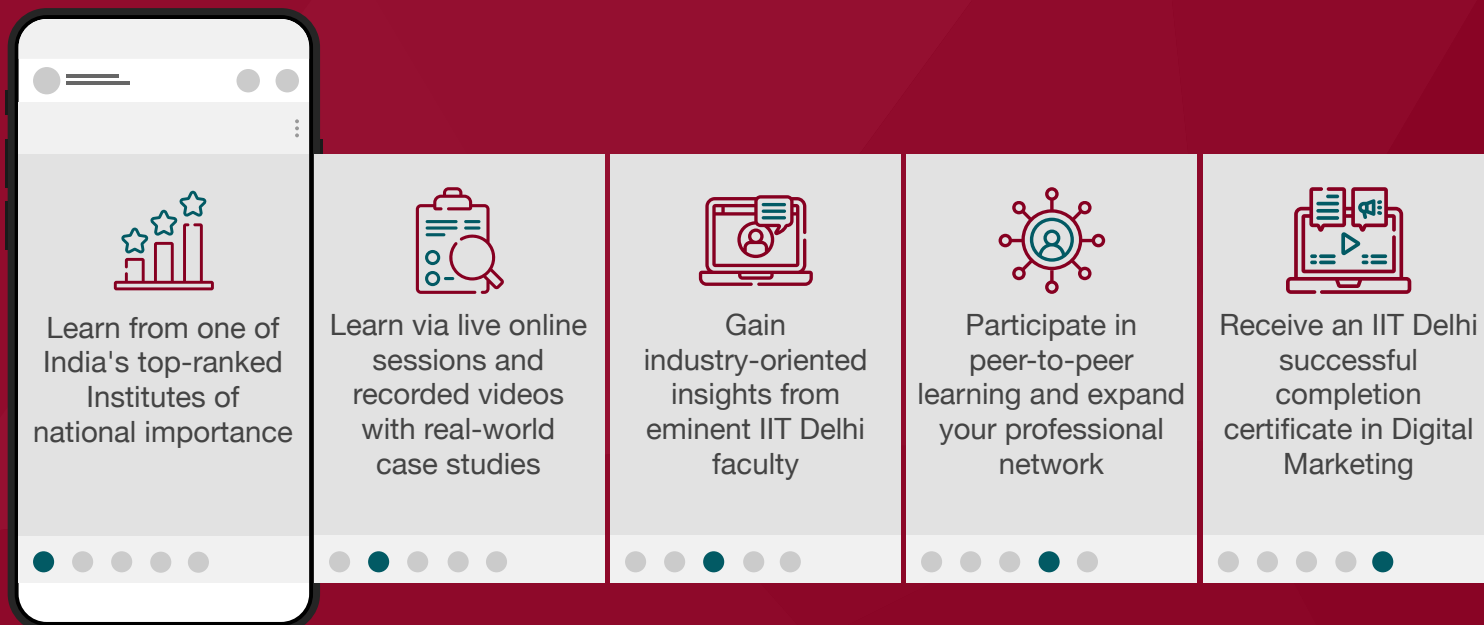
- **Final-year and fresh graduates** seeking to be market-ready by acquiring in-demand digital marketing skills for lucrative career opportunities
- **Early professionals** who are working or aspire to work in digital marketing roles
- **Marketing/ sales/ product/ brand managers** interested in transitioning to digital marketing roles by upskilling in data-driven, high-impact digital marketing strategies
- **Professionals** who want to enrich their strategic mindset with new-age concepts and skills in digital marketing
- **Consultants, business owners, and entrepreneurs** looking to apply digital marketing best practices for business expansion and growth



Digital media is expected to grow at 29.5% CAGR to reach a market size of Rs 35,809 crore by 2023.

*(Business Insider, 2022)*

# PROGRAMME HIGHLIGHTS



## PROGRAMME MODULES

The programme's industry-oriented curriculum will be delivered by leading IIT Delhi faculty and industry experts, taught via live online sessions and recorded videos. Explore from digital marketing strategy capabilities and execution tactics to content marketing secrets and tools to analyse performance, optimise budgets, and boost profits. Participate in an immersive learning journey to gain practical insights through a mix of lectures, tutorials, real-world case study discussions, and projects.

### Module 1 Introduction to Management

- Evolution and concepts

### Module 2 Consumer Behaviour

- Understanding buyer/ customer/ consumer behaviour

### Module 3 STP

- Segmentation, targeting, and positioning

### Module 4 Forecasting

- Potential, demand, forecast - tools and techniques



## **Module 5 Marketing Mix - 1**

- Product, place and pricing decisions

## **Module 7 PLC**

- Product life cycle

## **Module 9 Using Social Media**

- Viral marketing/ organic traffic

## **Module 11 Content Creation**

- Creatives design implementation

## **Module 13 Strategic Marketing**

- Budget optimisation and strategy

## **Module 15: Facebook, Instagram, LinkedIn & Google Ads Marketing**

- Basic and advanced ads – Facebook, Instagram, LinkedIn, Google Ads, marketing implementation & project work

## **Module 17: Analysing and Monitoring Campaigns**

- Google Analytics, evaluating traffic, cost/ lead & conversion statistics

## **Module 6 IMC**

- Integrated marketing communications

## **Module 8 Brand Management**

- Brand value, architecture, identity & equity

## **Module 10 Digital Identities and Branding**

- Digital identities implementation including Social media handles (Facebook, Instagram & LinkedIn) creation, Google Ads, website design, and development

## **Module 12 Blogs/ Videos**

- Writing impactful blogs and video creation

## **Module 14 Media Planning**

- Marketing content through different channels

## **Module 16 SEO**

- SEO introduction & best practices, SEO implementation

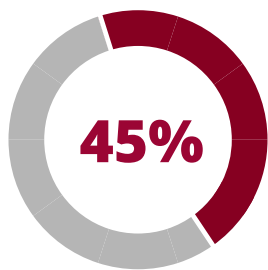
## **Module 18 Freelancing**

- How to become a digital marketing freelancer

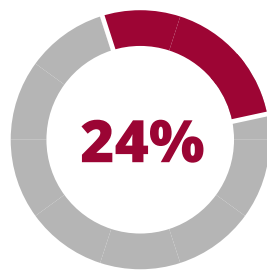
*Note: Modules/ topics are indicative only, and the suggested time and sequence may be dropped/ modified/ adapted to fit the total programme hours.*

# PAST PARTICIPANT PROFILES

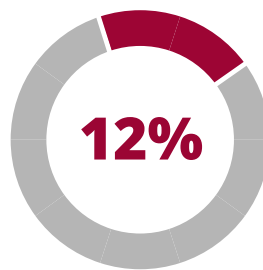
## Work Experience



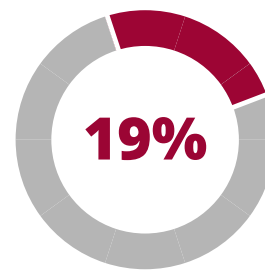
<=5 Years



6 to 10 Years



11 to 15 Years



16+ Years

## Industry



12%  
IT Services



12%  
E-commerce



5%  
Education/ Ed-Tech



4%  
Consulting



67%  
Others\*

\*Others include Digital Marketing, Education, Media Relations, and Public Relations, amongst others.

## Job Functions

- Administration & HR
- Advertising & SEO
- Audio Visual Content Creation
- Brand and Strategy Manager
- Education
- Client Servicing
- Digital Marketing Executive
- Director
- Editorial and marketing
- Google Ads Optimisation
- Government Affairs
- Guest Services
- Head Operations Manager
- Marketing & Sales
- Teacher
- Visual Merchandising
- Web Developer
- General Management
- IT Services
- Legal/Compliance
- Manufacturing/ Production
- Filmmaker
- Engineering
- Textile & Graphic Designer
- Research and Development
- Head Operations Manager
- Product Designer

# PARTICIPANT TESTIMONIALS

“ This digital marketing programme by IIT Delhi started with the fundamentals of management, moved on to product management and branding and then touched the topics of digital marketing. It was a step by step approach which was helpful. I think both the initiated and non-initiated individuals could grasp the sessions easily. The faculties were great and the study material and quizzes helped to strengthen the concepts. Thank you IIT Delhi for such a wonderful learning journey. I think every digital marketer should seriously consider this programme and they will certainly find out the difference.

## **Shashank Patil**

Digital Marketing Manager,  
TCL

“ The theory of marketing taught by Prof. Mahim sir and his valuable insights were the highlight of the programme for me. Having worked in digital marketing for 2 years now, it helped me clear my basics and concept of marketing. I joined this programme specifically because theory was also included (which is not the case with most DM programmes) and I can surely say that it was the best part of this programme for me. It helped me understand marketing strategy a lot better and gave me an understanding of Digital Marketing with more broad and logical structure.

## **Devang Sohoni**

Content Manager and Business Analyst,  
Webnware Infosolution Pvt Ltd (W3SpeedUp)

“ The lectures by the IIT Delhi faculty and the breakout room mentors were the best part of the programme and helped me get a solid understanding of management and marketing. The breakout room sessions helped me understand actual progress while learning how to use various aspects of digital marketing.

## **Ananya Bhatia**

Associate Commissioning Editor,  
Penguin Random House

# PROGRAMME COORDINATOR



**Dr. Harish Chaudhry,**  
Associate Professor,  
Department of Management Studies,  
Indian Institute of Technology Delhi

After completing his B-Tech from IIT Kanpur, PGDM from IIM, Bengaluru and PhD from IIT Delhi, Prof. Harish worked in companies like Dunlop, NIIT and RAAG Systems before joining academics. An outstanding teacher, he has deep marketing academic experience in marketing research, advertising, sales promotion, product management, sales and distribution, and digital marketing. He has organised hundreds of training programs for organisations like Godfrey Philips, ITC, Network Ltd., PCL, IRCON, RITES, British Gas, Coca-Cola, HCL-Perot, and STC. In addition to his teaching work, he has also served as a consultant for Modi Rubber Ltd., Godfrey Philips, BPL, Dynamic Fashions, Personal Point and Plan International. He has also undertaken sponsored research projects for the erstwhile Planning Commission of India and National Knowledge Network. He has served as an Independent Director on the board of several companies, and has published over twenty research papers in reputed national and international journals, and guided ten research scholars for their doctoral work. He has also been the recipient of the prestigious IBM Global faculty award in 2015 for research on 'technology-driven assessments in schools'.

# PROGRAMME CERTIFICATE

Participants will be awarded a successful completion certificate from IIT Delhi on scoring at least 50% marks in each of the evaluation components and maintaining a minimum attendance of 60% in both lectures and tutorials. Participants who are unable to score 50% marks in the evaluation will be eligible for the participation certificate if their attendance is above 60% in both lectures and tutorials.



*Note: All certificate images are for illustrative purposes only and may be subject to change at the discretion of IIT Delhi. Only e-certificates will be issued by CEP IIT Delhi.*

# PROGRAMME DETAILS

## Programme Schedule

<b>Duration</b>	6 Months
<b>Academic Orientation</b>	Oct 9, 2022
<b>Online Learning Sessions</b>	Sunday, 10:00 AM - 11:30 AM and 11:45 AM - 1:15 PM
<b>Programme Application Link</b>	<a href="#">Click here</a> to apply to the programme

## Eligibility

- Graduates (10+2+3) from a recognised university in any discipline as on Sep 27, 2022
- Students pursuing final year of Graduation can also apply

## Selection Process:

- Screening and selection will be done by IIT Delhi

# PAYMENT SCHEDULE

**Programme Fee**                      INR 65,000 + GST

## Instalment Schedule

	<b>Booking Amount</b>	<b>Instalment 1</b>	<b>Instalment 2</b>
<b>Remarks</b>	Within 5 days post selection	Sep 30, 2022	Jan 30, 2023
<b>Fee</b>	INR 10,000 + GST	INR 20,000 + GST	INR 35,000 + GST

*Note:*

- The actual programme schedule will be announced closer to the programme start.
- GST (currently @ 18%) will be charged extra on these components.

<b>Last Date to Apply</b>	Aug 8, 2022
<b>Shortlisted Candidates Will Be Informed by</b>	Aug 12, 2022
<b>Last Date to Submit the Fee</b>	Within 5 days post selection

*Note: Applications will be reviewed based on eligibility and subsequent shortlisting process as laid down by the Programme Coordinators.*

**All fee should be submitted in the IIT Delhi CEP account only, and the receipt will be issued by IIT Delhi CEP account for your records.**



# APPLICATION REQUIREMENTS

## **Graduation and Post-Graduation Education:**

- Diploma/ Consolidated Graduation Marksheet (All Semester)

## **ID Proof:**

- Any Government-issued photo ID like PAN Card/ Driving License/ Passport, etc.
- Submission of passport-size photo during application is mandatory

# SYSTEM REQUIREMENTS

This programme includes online learning classes conducted on Zoom. To attend a online learning class you will need to have a PC/ Laptop/ Mac with:

- Speakers and microphone: built-in or a USB plug-in or wireless Bluetooth
- Webcam: built-in or USB plug-in
- Processor: with Dual Core 2Ghz or higher (i3/ i5/ i7 or AMD equivalent)
- RAM: 4 GB or higher
- OS: Either MacOS 10.7 or higher OR Windows 8 or higher
- An internet connection: Minimum bandwidth of 3.0 Mbps (up/ down)
- Browser: IE 11+, Edge 12+, Firefox 27+, Chrome 30+
- Zoom software client installed on your PC/ Laptop/ Mac

We use the Zoom software application to conduct online learning classes. Zoom works on a variety of PCs/ Laptops/ Mac systems and also on phones and tablets.

You can join your online learning class from a phone or tablet if it supports the Zoom client.

We recommend that you attend classes from a PCs/ Laptops/ Mac.

# ABOUT IIT DELHI

The Indian Institute of Technology Delhi (IIT Delhi) is one of the 5 initial IITs established for training, research and development in science, engineering and technology in India. Established as College of Engineering in 1961, the Institute was later declared as an Institution of National Importance under the “Institutes of Technology (Amendment) Act, 1963” and was renamed as “Indian Institute of Technology Delhi”. It was then accorded the status of a Deemed University with powers to decide its own academic policy, to conduct its own examinations, and to award its own degrees.

Since its inception, over 48,000 students have graduated from IIT Delhi in various disciplines including Engineering, Physical Sciences, Management and Humanities & Social Sciences. Of these, nearly 5070 received PhD degrees. The rest obtained Bachelor's and Master's Degrees in Engineering, Sciences and Business Administration. These alumni today work as scientists, technologists, business managers and entrepreneurs. There are several alumni who have moved away from their original disciplines and have taken to administrative services, active politics or are with NGOs. In doing so, they have contributed significantly to the building of this nation, and to industrialisation around the world. For more details, please visit: [www.iitd.ac.in](http://www.iitd.ac.in)

## ABOUT IIT DELHI - CEP

Executive education is a vital need for the companies to build a culture that promotes newer technologies and solutions and builds a workforce that stays abreast of the rapidly transforming needs to the technological, business and regulatory landscape.

Committed to the cause of making quality education accessible to all, IIT Delhi has launched Online Certificate Programmes under eVIDYA@IITD (ई-विद्या@IITD): enabling Virtual & Interactive-learning for Driving Youth Advancement@IITD for Indian as well as international participants. These outreach programmes offered by the Indian Institute of Technology Delhi (IIT Delhi) are designed to cater to the training and development needs of various organisations, industries, society and individual participants at national and international level with a vision to empower thousands of young learners by imparting high-quality Online Certificate Programmes in cutting-edge areas for their career advancement in different domains of engineering, technology, science, humanities and management. For more details, please visit: <http://cepqip.iitd.ac.in>



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For registration and any other information,  
please get in touch with us at [iitd.execed@emeritus.org](mailto:iitd.execed@emeritus.org)

For any feedback, please write to Head CEP, IIT Delhi  
at [hodqipcep@admin.iitd.ac.in](mailto:hodqipcep@admin.iitd.ac.in)

 [WhatsApp an Advisor On +91 74120 81081\\*](https://wa.me/917412081081)

\*This number does not accept any calls. Please message your queries.



Online Certificate Programmes are offered by the Indian Institute of Technology Delhi under the aegis of Continuing Education Programme (CEP) so that the Institute can realise its vision of serving as a valuable resource for industry and society, and fulfil its mission to develop human potential to its fullest extent so that intellectually capable and imaginatively gifted leaders can emerge in a range of professions.

**Programme offered by Continuing Education Programme (CEP), IIT Delhi**