



भारतीय प्रौद्योगिकी संस्थान दिल्ली  
Indian Institute of Technology Delhi

Transform Your Digital Marketing Game

Executive Certificate Programme in  
**DIGITAL MARKETING**

6 Months | Live Online | Programme Starts on: 17<sup>th</sup> March 2024



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



## Rising Demands for Digital Marketers Driving Growth

**US\$ 1.26 trillion**

of global digital ad spending market size is poised to grow with a **CAGR of 9.70% by 2032.**

\*Precedence Research

**\$55,372.78 million**

is projected to grow in the Indian digital marketing market at a **CAGR of 30.3% between 2024 and 2032.**

\*ExpertMarketResearch

**63%**

of businesses have increased their digital marketing budgets this past year.

\*WordStream

The surge in demand for digital marketing is propelled by businesses emphasizing their online presence. This shift highlights the essential role of proficient marketers adept at managing automated, data-driven ad campaigns. Mastering digital marketing facilitates precision in targeting, cost efficiency, and real-time optimization through data analysis and automation. Keeping up with the latest techniques is crucial for professionals aiming to excel in this dynamic field, ensuring sustained relevance in meeting industry demands. The future of the digital economy is poised to revolutionize businesses at all levels, ushering in an era of interactive marketing and innovation, from grassroots to enterprise levels.

## Overview

In a rapidly evolving world, this live online programme serves as your ticket to becoming a proficient digital marketing expert ready to excel in the industry. Tailored to accommodate a diverse group of learners, this state-of-the-art programme is suitable for recent graduates in pursuit of high-earning career opportunities as well as mid-level professionals aiming to refine their strategic acumen.

This comprehensive programme provides a holistic understanding of the dynamic digital marketing landscape. You will gain the skills to harness the power of analytics, craft compelling campaigns, and optimize revenue streams. Whether you are transitioning into digital marketing roles or an entrepreneur seeking to propel your business forward, this programme equips you with the essential knowledge and capabilities required to thrive in the realm of digital marketing.





## Key Learning Outcomes

Mastering Marketing Fundamentals

Uncovering Consumer Behavior and STP Strategies

Developing Forecasting Expertise

Grasping Essential Marketing Mix Components

Exploring Integrated Marketing Communications (IMC)

Understanding the Product Life Cycle (PLC)

Achieving Effective Brand Management

Attaining 360-Degree Insights into Digital Marketing

Navigating Advanced Digital Marketing Strategies

## Programme Highlights



Certificate of Successful Completion from CEP, IIT Delhi



2 Days Intensive Campus Immersion\*



Peer-to-peer Learning and Mentoring from Industry Experts



Curated for Working Professionals with a Practical Learning Approach



Live Interactive Sessions by IIT Delhi Faculty and Industry Practitioners



Flexibility in Learning: Online Classes on Weekends/ After Business Hours, Async Videos

\*Food/Lodging/Boarding cost will be additional.

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# Programme Content

## Module 1: Marketing Fundamentals

- › Introduction to Management
- › Understanding Consumer Behavior
- › Segmentation, Targeting, and Positioning (STP)
- › Forecasting
- › Marketing Mix
- › Integrated Marketing Communications (IMC)
- › Product Life Cycle (PLC)
- › Effective Brand Management

## Module 2: Introduction to Digital Marketing

- › Basics of Digital Marketing
- › Understanding the Digital Consumer
- › Website Design & Development
- › Leveraging Social Media
- › Digital Identities and Branding
- › Content Creation
- › Blogs/ Videos
- › Search Engine Optimization (SEO)
- › Search Engine Marketing (SEM)
- › Email Marketing

## Module 3: Advanced Digital Marketing Strategies

- › Strategic Digital Marketing
- › Media Planning Strategies
- › Advertising on Social Platforms
- › Analyzing and Monitoring Campaigns
- › E-commerce and Affiliate Marketing

## Module 4: Emerging Trends in Marketing Technology

- › Marketing Automation and Martech
- › AI, Machine Learning, and Future Trends

Note: This is an indicative list of course topics and is subject to change as per IIT Delhi's discretion.

## Explore New Age Tools and Techniques



Google Ads



Instagram  
Ads



Ads

LinkedIn ads



Google Tag Manager

Analytics 360

facebook Ads

YouTube | Advertising



AFFILIATE MARKETING

Google  
Search Console



VIRAL MARKETING

# DIGITAL MARKETING

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## Pedagogy

Interactive Lectures



Capstone Projects in Groups



Hands-on Experience



Online Exam at end of course



Case Studies



Simulation



Live Projects

## Programme Details

### Duration

- 6 Months | 70+ Hours of Live Online Teaching by IIT Delhi Professors

### Delivery

- Live Online via "Direct to Device" mode of engagement

### Schedule

- Session Timings: Sunday 10:00 am to 1:00 pm
- Application Closure Date: 9<sup>th</sup> March 2024
- Commencement Date: 17<sup>th</sup> March 2024

### Eligibility

- Graduation (10+2+3) or in the final year of graduation from a recognized university (UGC/AICTE/DEC/AIU/State Government/recognized international universities) in any discipline.
- Working Experience is a plus.

### Screening & Selection

- Screening and selection will be done by IIT Delhi.

### Attendance

- Minimum of 60% attendance is mandatory as per IIT Delhi's discretion.

## Programme Fee Details

Fee Structure	
Particulars	Amount
Total Programme Fee	INR 1,15,000/- + GST

Instalment Pattern		
Particulars	Amount	Payment Schedule
Instalment 1	INR 70,000/- + GST	3 days from date of offer release
Instalment 2	INR 45,000/- + GST	13 <sup>th</sup> March 2024

## Easy EMI Options Available

**Note:**

\*Payment of fees should be submitted in the IIT Delhi CEP account only and the receipt will be issued by the IIT Delhi CEP account for your records.

\*Loan Options is a service offered by Jaro Education. IIT Delhi is not responsible for the same.

### Withdrawal & Refund from Programme:

- Candidates can withdraw within 15 days from the programme start date. A total of 80% of the total fee received will be refunded. However, the applicable tax amount paid will not be refunded on the paid amount.
- Candidates withdrawing after 15 days from the start of the programme session will not be eligible for any refund.
- If you wish to withdraw from the programme, you must email [cepaccounts@admin.iitd.ac.in](mailto:cepaccounts@admin.iitd.ac.in) and [crm.supportiitd@jaro.in](mailto:crm.supportiitd@jaro.in), stating your intent to withdraw. The refund, if applicable, will be processed within 30 working days from the date of receiving the withdrawal request.



FEES



# Programme Certification

- Participants who score 50% marks in all evaluation components and have an attendance of more than 60% shall receive a 'Certificate of Successful Completion.'
- Participants who do not meet the evaluation criteria but meet the attendance requirements will be awarded to a 'Participation Certificate.'



- The above e-certificate is for illustrative purposes only and the format of the certificate may be changed at the discretion of IIT Delhi.
- Only e-certificate will be provided and it will be issued by CEP, IIT Delhi.
- The organising department of this programme is the Department of Management Studies, IIT Delhi.

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

## Programme Co-ordinator



### Dr. Harish Chaudhry

Professor in Department of Management Studies,  
Indian Institute of Technology Delhi

After completing his B-Tech from IIT Kanpur, PGDM from IIM Bangalore 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'.





## About IIT Delhi



as per QS World University  
Rankings (2024) in India



as per NIRF India  
Management Rankings (2023)

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 48000 students have graduated from IIT Delhi in various disciplines, including Engineering, Physical Sciences, Management, Humanities and Social Sciences. Of these, nearly 5070 received PhD degrees. The rest obtained a degree 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 significantly contributed to the building of this nation and to industrialization around the world.

## About Continuing Education Programme (CEP)

Executive education is a vital need for 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.

A wide-angle photograph of the Indian Institute of Technology Delhi building, a large, multi-story structure with a distinctive facade of vertical columns and a central tower, surrounded by green trees.

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





**Services provided by**  
**jaro education**

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Wadavli, Vasant Vihar Complex,  
Chembur, Mumbai

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Jaro Programme Expert

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

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.