



भारतीय प्रौद्योगिकी संस्थान दिल्ली
Indian Institute of Technology Delhi



CERTIFICATE PROGRAMME IN **DIGITAL MARKETING**

Technical Orientation 30 Sept 2023 | 6 Months | Online Learning

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

OVERVIEW

2023 is the first year global digital ad spend is set to cross the \$600 billion mark. If that's not impressive enough, the digital advertising market is forecast to continue growing and reach \$696 billion in 2024 and surpass \$700 billion in 2025. (Source: Oberlo)

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.



Owing to the progressive growth of the digital media market in India, digital advertising is projected to go up to nearly 360 billion Indian rupees by 2023, reflecting the rising trend that developed over the past years.

Source: Statista

WHO IS THIS PROGRAMME FOR?

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

PROGRAMME HIGHLIGHTS

A 6 months immersive, academically rigorous, socially conscious & hands-on learning journey that provides time for introspection and reflection. This course would use a mix of pedagogical tools such as lectures, Tutorials using data, and case discussions in the learning process.



Learn from one of India's top-ranked Institutes of national importance



Learn via live online sessions and recorded videos with real-world case studies



Gain industry-oriented insights from eminent IIT Delhi faculty



Participate in peer-to-peer learning and expand your professional network



Receive an IIT Delhi successful completion certificate in Digital Marketing



A comprehensive course designed and taught by eminent IIT Delhi faculty

Note:

-The primary mode of learning for this programme is via live online sessions with faculty members. Post session video recordings may or may not be made available, at the discretion of faculty members. Emeritus or the institute does not guarantee availability of any session recordings.

-The programme highlights presented above are approximate, and subject to change depending on the availability and expertise of the teaching faculty, as well as the programme's desired outcomes.



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. 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 Behavior

Understanding buyer/ customer/
consumer behavior

Module 3 ISTP

Segmentation, targeting, and
positioning

Module 4 Forecasting

Potential, demand, forecast tools and
techniques

Module 5 Marketing Mix - 1

Product, place and pricing decisions

Module 6 IMC

Integrated marketing communications

Module 7 PLC

Product life cycle

Module 8 Brand Management

Brand value, architecture, identity &
equity

Module 9 Using Social Media

Viral marketing/ organic traffic

Module 10 Digital Identities and Branding

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

PROGRAMME MODULES

Module 11 Content Creation

Creatives design implementation
Leveraging Generative AI/ChatGPT for
Digital Marketing

Module 12 Blogs/ Videos

Writing impactful blogs and video
creation

Module 13 Strategic Marketing

Budget optimisation and strategy

Module 14 Media Planning

Marketing content through different
channels

Module 15 Facebook, Instagram, LinkedIn & Google Ads Marketing

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

Module 16 ISEO

SEO introduction & best practices, SEO
implementation

Module 17 Analysing and Monitoring Campaigns

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

Module 18 Freelancing

How to become a digital marketing
freelancer

Note:

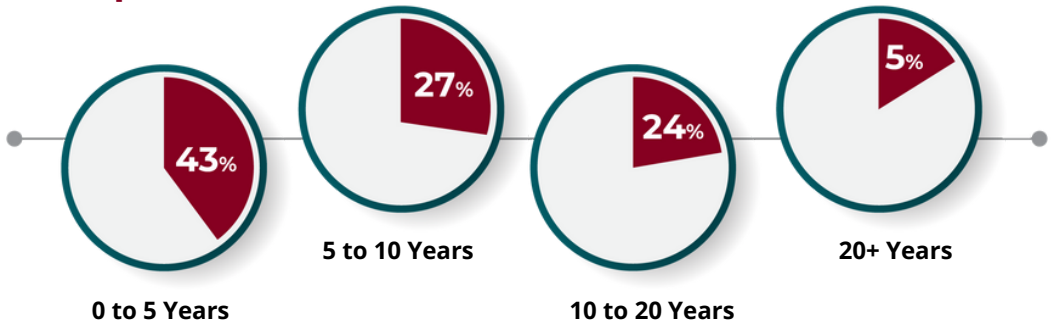
-Modules/ topics are indicative only, and the suggested time and sequence may be dropped/ modified/ adapted to fit the total programme hours. Case studies, real world examples and numerical illustrations are an integral part of multiple modules included in the course.

-The primary mode of learning for this programme is via live online sessions with faculty members. Post session video recordings may or may not be made available, at the discretion of faculty members.

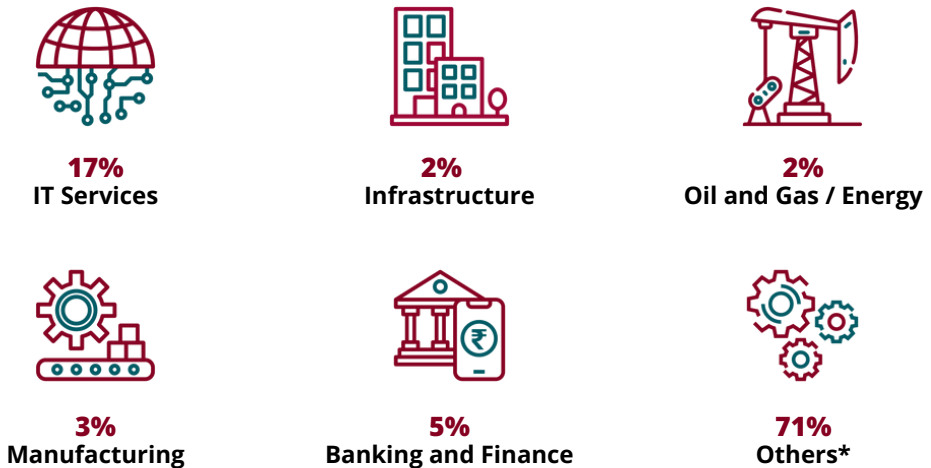
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PAST PARTICIPANT PROFILES

Work Experience



Industries



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

Job Functions

- Administration & HR
- Administrative
- Consulting
- Customer Service
- Engineering
- Finance/Accounting
- General Management
- Government Affairs
- Human Resource
- Information Systems/Technology
- Marketing
- Marketing & Sales
- Operations
- Consultant
- Counselling
- Psychologist Digital
- Journalist and Social Media Professional
- Instructional Designer
- Strategy & Brand
- Research and Development
- Sales

PROGRAMME COORDINATOR



Dr. Harish Chaudhry

**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'.

PARTICIPANT TESTIMONIALS

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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

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“

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,
Webware Infosolution Pvt Ltd (W3SpeedUp)

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“

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

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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 50% 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. The organising department for this programme is the Department of Management Studies. We encourage you to attend all the live sessions and make the best out of these interactive learning experiences. Post-session video recordings will be made available, at the discretion of faculty member.

PROGRAMME DETAILS

Programme Schedule

Duration 6 Months

Academic Orientation Oct 15, 2023

Online Learning Sessions Sunday,
3:30 PM - 6:30 PM
(Oct 15, 2023 and Oct 22, 2023)
10 AM - 1:15 PM
(From Oct 29, 2023)

Eligibility

- Graduates (10+2+3) from a recognized university (UGC/AICTE/DEC/AIU/State Government/recognized international universities) in any discipline as on 30 Sept 2023.
- 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 69,000 + GST

Instalment Schedule

	Instalment 1	Instalment 2	Instalment 3
Remarks	Within 5 days post selection	Sep 26,2023	Nov 25, 2023
Amount	INR 10,350 + GST	INR 21,390 + GST	INR 37,260 + GST

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

Last Date to Apply	October 03, 2023
Shortlisted Candidates Will Be Informed by	October 09, 2023
Last Date to Submit the Fee	Within 5 days post selection

Note: Applications will be reviewed based on eligibility and subsequent shortlisting process as laid down by the Programme Coordinators. The mentioned minimum eligibility criteria is not a guaranteed for selection. Selection cut-off for this programme can be altered on the discretion of IIT Delhi.

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:

- Consolidated Graduation Marksheet (All Semester)
- Final year students may submit the marksheets up to the previous 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 48000 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 a Master’s 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 contributed significantly to the building of this nation, and to industrialisation around the world. For more details, please visit: www.iitd.ac.in

ABOUT CONTINUING EDUCATION PROGRAMME (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>



APPLY NOW

For registration and any other information,
please get in touch with us at iitd.execed@emeritus.org

For any feedback, please write to CEP IIT Delhi
at contactcep@admin.iitd.ac.in

 [WhatsApp an Advisor On +91 86570 38243*](https://wa.me/918657038243)

*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