IIM VISAKHAPATNAM

विद्या परं दैवतम्

Progress Through Performance in Digital Landscape

Post Graduate Certificate in

Digital Marketing & Growth

Batch 04

Framing the Future in Digital Marketing

"The advanced advertising profession scope in the Indian market will be valued at $160B by 2025, which is multiple times the current worth."

*Goldman Sachs report

Highest Paying Jobs – Digital Marketing

01 Chief Marketing Officer - INR 102 LPA

02 Brand & Marketing Manager - INR 30 LPA

03 Performance Marketing Manager - INR 27 LPA

04 PPC Manager - INR 18 LPA

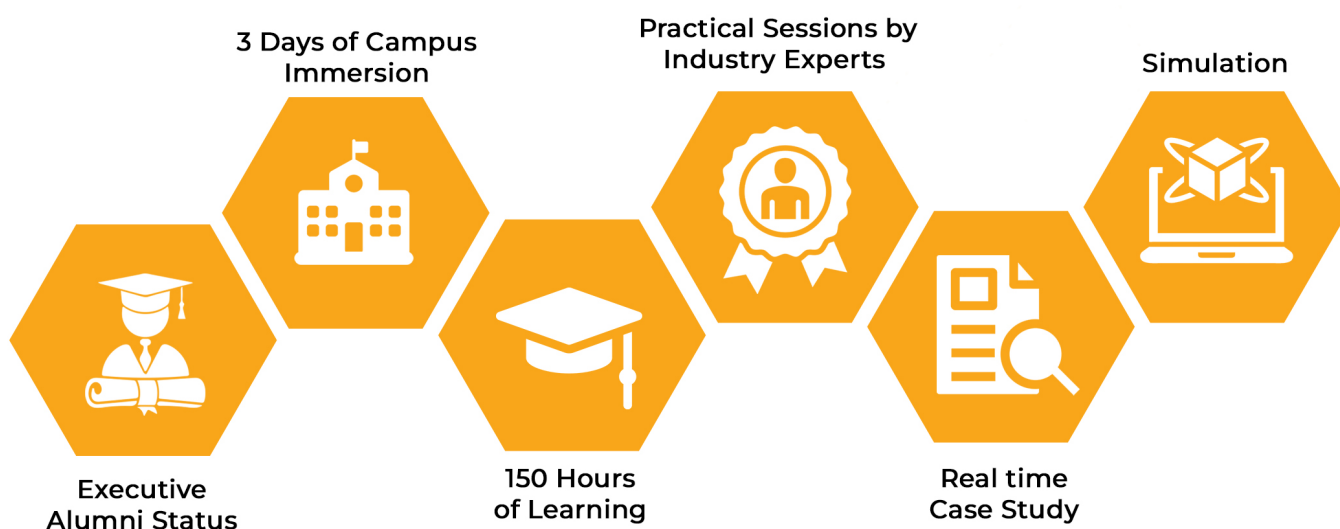**05** Digital Marketing Manager - INR 19 LPA

*Ambition Box 2024

Programme Overview

In the current era of digitalization, organizations need effective, profitable digital and social marketing strategies to enhance their reach and profitability. Digital and social media marketing have become essential elements of these strategies. From search engines, websites, Facebook, Instagram, LinkedIn, and YouTube to blogs, forums, Pinterest, and Snapchat, digital platforms have dominated the marketing and advertising landscape. While most major brands have a robust digital and social media presence, start-ups, SMEs, and even individuals are beginning to build their own brand presence online. The importance of digital and social media in modern marketing efforts can no longer be ignored. It's an integral component of almost all successful marketing strategies.

With this increasing emphasis on integrated digital and social media strategies, there is an irrefutable need for marketing professionals and organizations to have end-to-end expertise in these areas. Through case studies, simulations, interactive sessions, hands-on learning, and class exercises, participants will learn best practices and develop the skills to connect business objectives with digital and social media strategies, platforms, and tactics.

Programme Highlights

3 Days of Campus Immersion

Practical Sessions by Industry Experts

Simulation

Executive Alumni Status

150 Hours of Learning

Real time Case Study

Understanding the concept of digital marketing

Using social media tools and platforms to design, manage, and optimize social media campaigns to promote growth

Hands-on practice with the latest tools and techniques:
- Google Analytics
- Website creation and optimization
- Google AdWords
- Search engine optimization (SEO)
- Search engine marketing (SEM)

Determining and using key metrics for evaluating the success of digital and SMM initiatives

Understanding the concepts of social media and social media marketing (SMM)

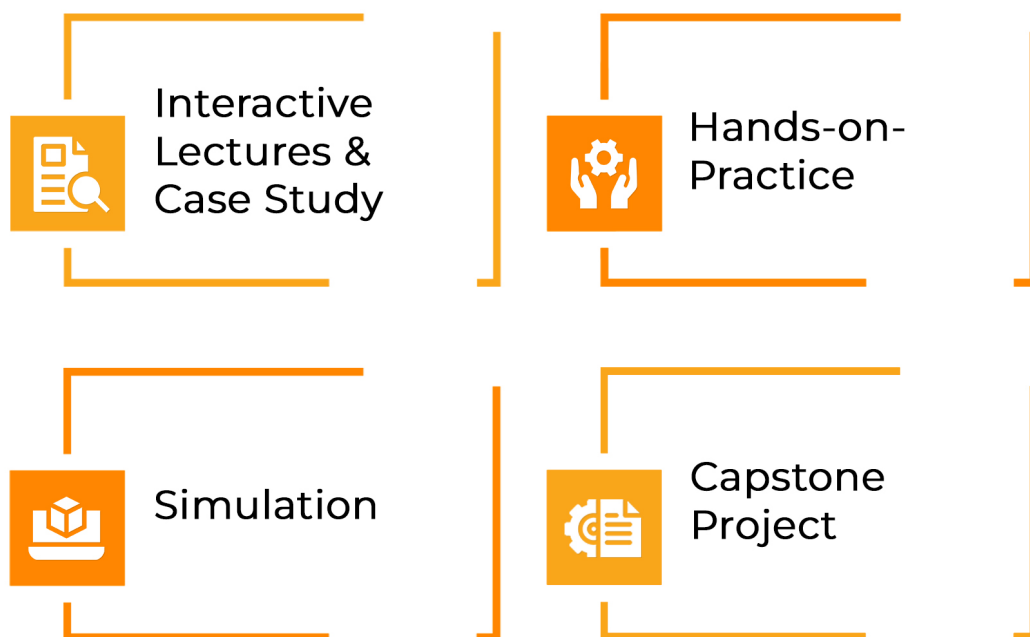Digital and social media marketing analytics

Learning Outcomes

Basics of marketing and understanding consumer behavior

Digital transformation of the business.

Pedagogy

Interactive Lectures & Case Study

Hands-on-Practice

Simulation

Capstone Project

Assessment Criteria

Components	Individual/Group	Weighted
Quiz	Individual	20%
Capstone Project	Group	50%
Case Study	Individual	30%

Admission Criteria

Selections will be based on a detailed profile of the candidate, written in their own words, elaborating on their academic record, profile, designation, salary, roles, responsibilities, job description, and a write-up on "Expectations from the Programme."

Eligibility

Graduates (10+2+3) from a recognized university (UGC/AICTE/DEC/AIU/State Government/recognized international universities) in any discipline with a minimum of 1 year of work experience after graduation. Diplomas are not accepted.

Programme Content

Basic Marketing

- Basics Of Marketing
- Marketing Environment
- Marketing Plan
- Exploring Consumer Needs
- STP
- Perceptual Mapping
- Extended Marketing Mix

Consumer Behaviour

- Understanding Consumers
- Consumer Journey Mapping
- Enhancing Customer Experience
- Communicating With Consumers

Basics of Digital Marketing

- Evolution
- Terminologies
- Difference Between Traditional And Digital Marketing
- Importance And Scope Of Digital And Social Media Marketing

Search Marketing

- SERP
- Keyword Research
- Black Hat, White Hat, And Gray Hat SEO

On-Page SEO

- Website Optimization
- Meta Tag, H Tag, Alt Tag
- Internal Backlink
- Sitemap
- Robot.txt

Off-Page SEO

- Backlink Management
- Article Submission
- Blog Submission
- Map Listing
- Business Listing
- Social Backlink

Search Engine Marketing

- Banner Advertisement
- Display Advertisement
- PPC
- Bid And PPC Calculation

Google AdWords

- Account Creation
- Customer Research
- Campaign Creation
- Campaign Management
- KPIs Of Successful Campaign

Website Creation And Management

Google Analytics

- Setting up an Account
- Account Structure
- Tracking and Reporting

Google Tag Manager

- What is a Tag and what is GTM
- Setting up GTM
- GTM Structure
- Types of Triggers
- Advantages of GTM
- Measuring campaign effectiveness

Social Media Marketing

- Defining Social Media Marketing Elements of Social Media Marketing
- Social Media Vehicles
- Elements of Social Media Marketing Strategies
- Social Media Mix
- Social Media Campaign Management

Game of Like and Share

- Facebook Marketing
- Facebook Page creation
- Facebook Marketplaces
- Facebook Campaign
- Facebook Ad Creation

Linking Up for B2B

- LinkedIn Marketing
- LinkedIn Campaign
- Personal Branding using LinkedIn
- LinkedIn Ad Creation

Linking Up for B2B

- LinkedIn Marketing
- LinkedIn Campaign
- Personal Branding using LinkedIn
- LinkedIn Ad Creation

Hashtag World

- Twitter marketing
- Twitter campaign
- Twitter Ad Creation

YouTube Marketing

- YouTube Marketing
- Video Advertisement Creation

Contemporary Social Media Marketing Tools

- WhatsApp Marketing
- Snapchat Marketing
- Reddit Marketing
- Pinterest Marketing

Measuring Campaign Success with ROAS and ROI

- Goal Setting
- Understanding ROI Metrics
- Roi Calculation
- How to Optimise ROI

Email/Catalogue Marketing

- Creative Creation
- Email Campaign Management

Digital and Social Media Analytics

- Analysing Customer Reviews
- Twitter Analytics
- Sentiment Analysis and Exploring Consumer Emotions
- Viral Marketing
- Selection of Optimal Channel for Advertisement
- Ad effect

Digital Transformation Of The Business

- Online Retailing And Aggregators
- P2P Platform Management
- Recommendation System
- Page Assortment
- Use Of AR, VR, And Metaverse For Enhancing Consumer Engagement

Mobile Marketing

Affiliate Marketing

Influencer Marketing

Blogger Outreach

Online Aggregator

Content Marketing

Design Thinking

Unlock New Age Digital Techniques

Google Ads

Google Tag Manager

Instagram

facebook Ads

SEO

Google Search Console

Analytics 360

YouTube Ads

Linked in ads

Ads

Programme Detail

Duration	: 12 months	150 hours of learning
Mode	: Direct-to-Device
Commencement Date	: 09th February 2025
Application Closure Date	: 31st January 2025
Schedule Timings	: Sunday, 2:00 pm to 5:00 pm

Fee Structure

Particulars	Total Fees (Amount in INR)
Application Fees	1,500/- + GST
Total Fees (Excluding Application fees)	1,90,000/- + GST Easy EMI Options Available

Instalment Pattern		
Particulars	Amount in INR	
Instalment 1	80,000/- + GST	As mentioned in the offer
Instalment 2	50,000/- + GST	05th May, 2025
Instalment 3	60,000/- + GST	05th August, 2025

Participants who successfully meet the evaluation criteria and satisfy the requisite attendance criteria will be awarded a 'Certification of Completion'

"Post Graduate Certificate in Digital Marketing & Growth".

After completing 70% attendance and 50% in the assessment, the participants will acquire a certificate of completion. Those who do not meet the prescribed programme criteria will only get a certificate of participation.

4.3
Rating by Shiksha.com
★★★★½

24th Rank
Outlook ICARE
Rankings 2022

24th Rank
IIRF Rankings
2024

26th
NIRF India
Rankings 2024

The Indian Institute of Management (IIM) Visakhapatnam is designated as an Institution of National Importance under the IIM Act of 2017. Its overarching goal is to achieve global excellence in management and management research. The Institute's activity profile is constantly expanding in scale and scope, offering distinct academic and research programme to meet current and emerging opportunities in the industry and government. In order to strengthen its credibility as a knowledge-driven entity, the IIM Visakhapatnam aims to rank among the top 20 business schools in the country within the next five years.

Know the Facilitators

Prof. Amit Shankar

Programme chair and Associate Professor in the area of marketing at IIM Visakhapatnam
Ph.D. in Marketing from Vinod Gupta School of Management, IIT Kharagpur

Prof. Preeti Virdi

Assistant Professor in the area of marketing at IIM Visakhapatnam
Doctorate degree in Marketing from Shailesh J. Mehta School of
Management, IIT Bombay

Prof. Pankaj Vishwakarma

Programme chair and Assistant Professor in the area of marketing at IIM Visakhapatnam
Ph.D. degree from IIT Kharagpur

Prof. Jyotsna JH

Assistant Professor in the area of marketing at IIM Visakhapatnam
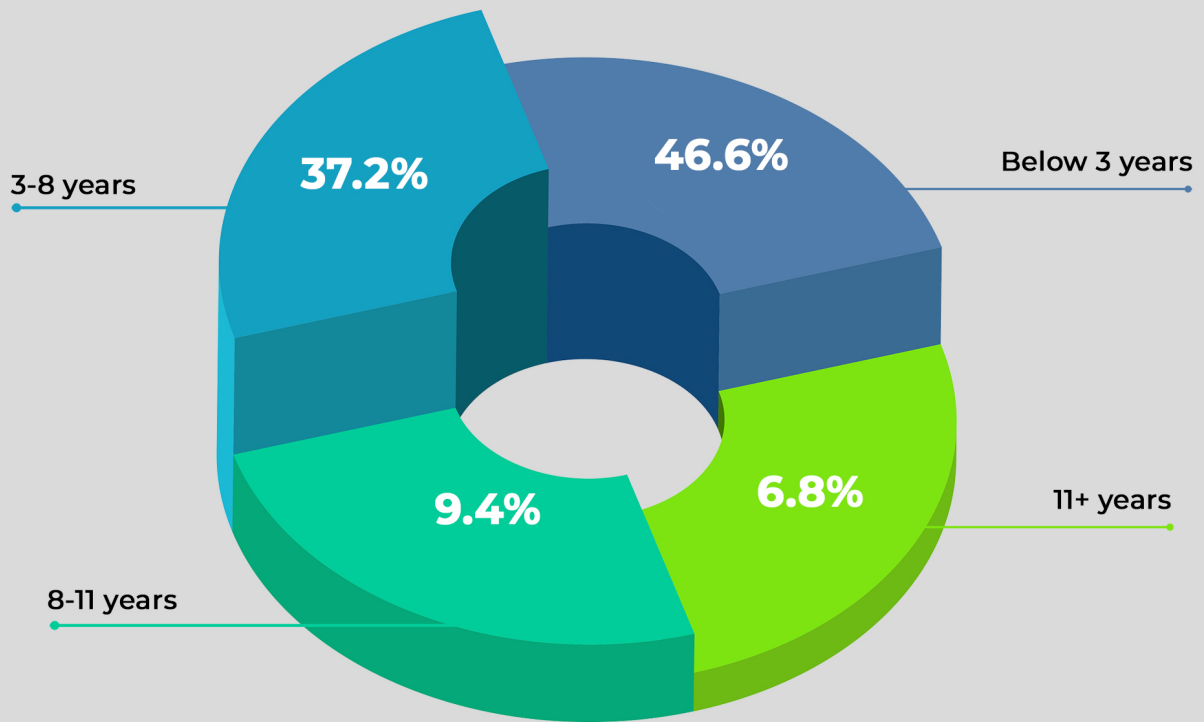Dual degree (MS and PhD) from IIT Madras
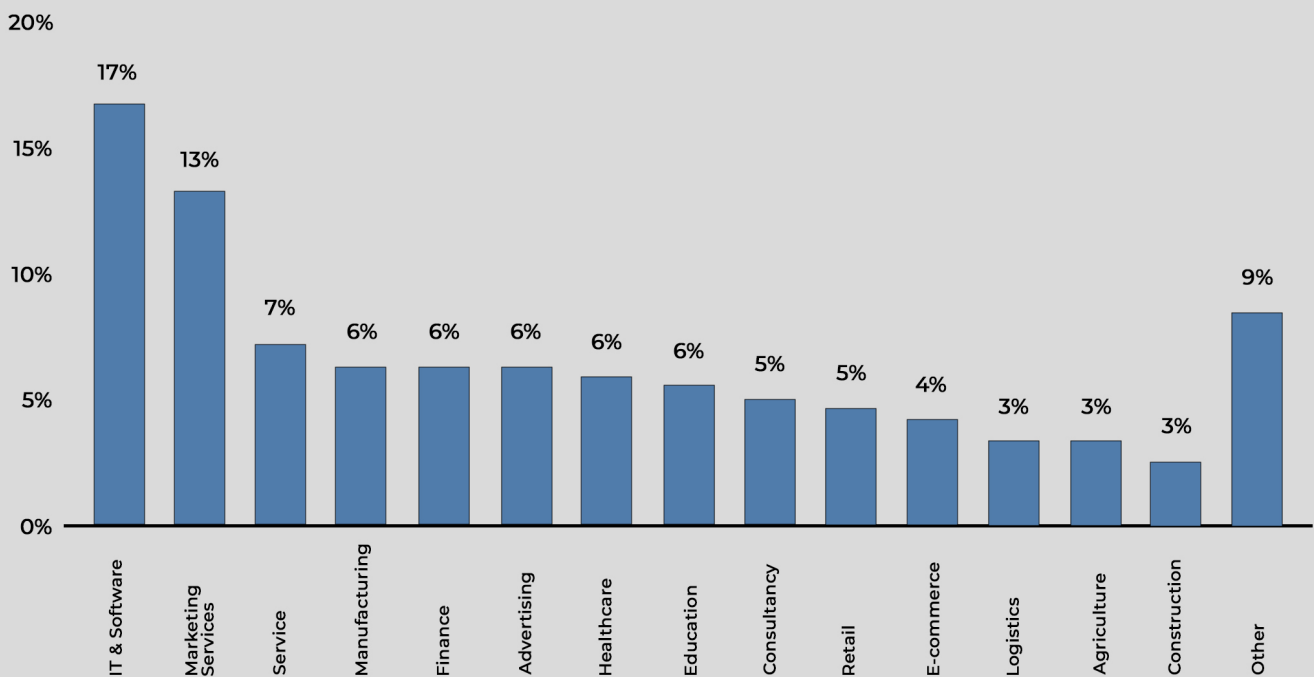

Prof. Malavika R Harita

Adjunct Faculty at IIM Visakhapatnam
Founder & CEO at Brand Circle
PG Diploma in Digital Business from Columbia Business School and MIT Sloan School
IIM Bangalore- Executive Education Program in Teaching Methodologies
Institute of Directors- Certified Corporate Directorship Program
Columbia Business School- Diploma in Digital Marketing: Customer Engagement, Social
Media, Planning & Analytics
London School of Economics- Program on Globalisation by Lord Meghnad Desai Gurukul
Chevening Scholar
IIM Bangalore- PG Diploma in Management Specialised in Marketing and Finance
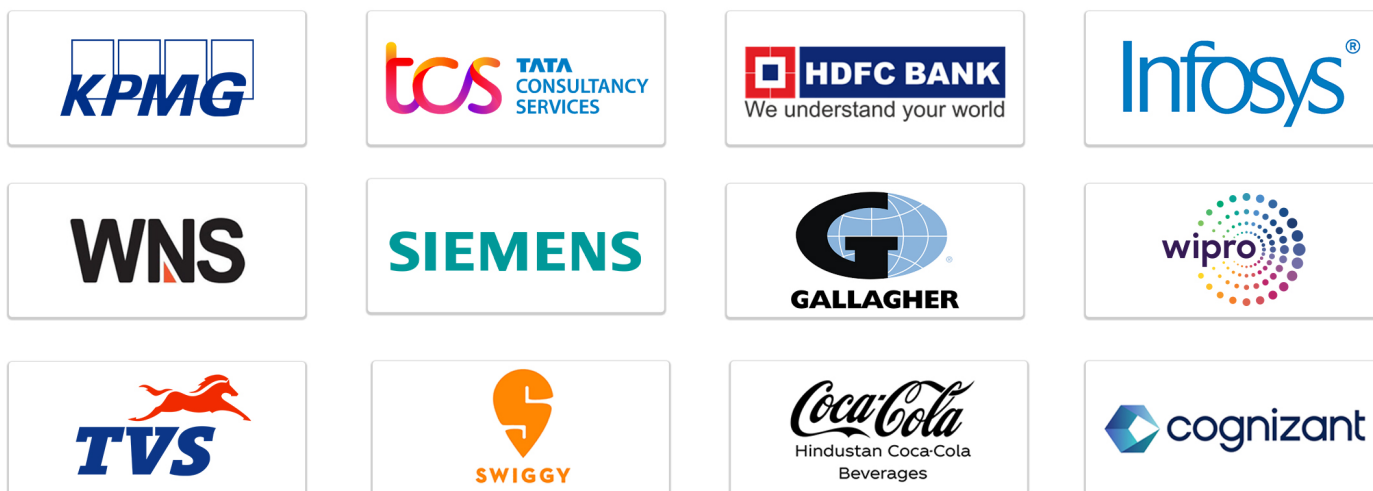
PAST EXPERIENCE OF PROFESSIONAL

37.2% — 3-8 years
46.6% — Below 3 years
9.4% — 8-11 years
6.8% — 11+ years

INDUSTRY PROFILE OF PROFESSIONAL

Industry	Percentage
IT & Software	17%
Marketing Services	13%
Service	7%
Manufacturing	6%
Finance	6%
Advertising	6%
Healthcare	6%
Education	6%
Consultancy	5%
Retail	5%
E-commerce	4%
Logistics	3%
Agriculture	3%
Construction	3%
Other	9%

Top Companies Where Our Alumni are Working at:

KPMG	tcs TATA CONSULTANCY SERVICES	HDFC BANK — We understand your world	Infosys®
WNS	SIEMENS	GALLAGHER	wipro
TVS	SWIGGY	Coca-Cola — Hindustan Coca-Cola Beverages	cognizant

Top Profiles of Our Alumni:

Founder	Director	Digital Marketing Manager	Marketing Assistant	SEO Analyst

Career Assistance by Jaro Education

Resume Building

Our service includes meticulous creation and refinement of resumes, aligning them with corporate standards to effectively showcase your skills and achievements. Through expert resume optimization, we enhance your professional narrative and craft an ATS-friendly resume to help you stand out in a competitive landscape.

LinkedIn Profile Optimization

We offer tailored recommendations to elevate your LinkedIn profile, strategically designed to maximize visibility and foster meaningful connections with industry leaders. Our approach ensures that your online presence reflects the professionalism and expertise that define your career trajectory.

Career Enhancement Sessions

Our exclusive Jaro Connect platform offers corporate engagements, providing access to immersive bootcamps and masterclasses on the latest industry trends led by esteemed experts. These sessions empower participants to stay up-to-date with evolving market dynamics while honing professional skills, ensuring success in today's fast-paced business environment.

Note: Neither IIM Visakhapatnam nor Jaro Education guarantees or promises a job or advancement in your current position. Career Services are provided solely as a resource to help you proactively manage your career. Jaro Education provides the Career Services described here, while IIM Visakhapatnam is not involved in any way and makes no commitments regarding the services mentioned above.

About Jaro Education

3,50,000+
Career Transformed

150+
Programs from
Diverse Domains

30+
World's Leading
Academic Partners

23+
Learning Centres across
India, USA & Singapore

20+
Top NIRF Ranked Indian
Institutes & Universities

10+
Top QS Ranked Global
Institutes & Universities

e-India Awards	Educational Excellence Awards	MODI Awards	ABP Education Awards	World HRD Congress	World HRD Congress	Outlook Business Icon Awards 2023	The Business Awards 2024
The Best ICT Enabled Higher Education Institute Award	Most Innovation & Successful online MBA Program in India	Outstanding Contribution in Online Education	Best Digital Learning Innovation Award	National Best Employer Accolade	Edtech Leadership Awards	India's Most Trusted Online Higher Education Company	Leading Edtech Company of the Year

Jaro Education is an online higher education company that specialises in executive education, serving as a liaison between the world's leading universities and institutes to create online and technology-driven programmes. The company provides a quality bucket of online executive education programmes catering to domains such as Doctorate & Ph.D., Analytics & Data Science, Management, Finance, etc., from renowned national and international institutions to meet the needs of working professionals. Our goal is to foster the growth of entrepreneurs and professionals at all levels, from entry-level to C-Suite, through world-class executive education programmes.

Jaro Education's Presence

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Jaipur | Kolkata | Mumbai | Nagpur | Pune

CONNECT
With Us

Mr. Karthikeyyan

✉ karthikeyyan@jaro.in

☎ 7397749519

Indian Institute of Management Visakhapatnam

✉ eep-office@iimv.ac.in

☎ 8912824457