



IIM NAGPUR

भारतीय प्रबंध संस्थान-नागपुर
Indian Institute of Management Nagpur

jaro education



Building a Futuristic Digital Strategy in Marketing

PG Certificate Programme in

**Digital Strategy
and Marketing Analytics**

By IIM Nagpur

Batch 03

Explore IIM Nagpur

Established in 2015, the Indian Institute of Management Nagpur (IIMN) aspires to be a leading management institution that shapes management systems, policy and governance through high-quality education, research and industry engagement. Propelled by the pursuit of engaged scholarship, the Institute aims to create value-driven leaders and global managers with strong conceptual foundations and analytical approaches, which helps them excel in diverse spheres – be it management, business, policymaking, and public administration, to name a few.

IIM Nagpur aims to address the needs of a modern India; connecting aspirations and realities to attain benchmarks that are respected internationally. Our motto, **मृत्यं च स्वाध्यायप्रवचने च**, that is, an inspiring journey towards truth through individual reflection and collective discourse, propels our quest to bridge the gap between abstract knowledge and practice.

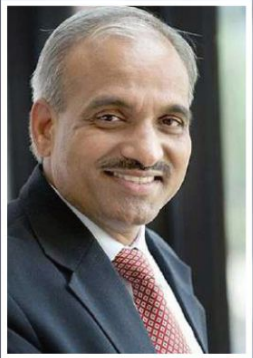
IIM Nagpur seeks to distinguish itself as an institution that promotes constant industry engagement of a 'problem-solving' nature. Executive Education, therefore, is an important thrust area for the Institute. With an array of programmes designed by a faculty body with a stellar record of research, teaching and industry engagement, the Executive Education programme at IIM Nagpur equips managers and executives with the capabilities to perform effectively in their current roles, and take up greater challenges through various stages of their careers.

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With its unique advantages, IIMN is an exciting place to learn, grow, and be the 'champions of change'.

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Director's Message



Dr. Bhimaraya Metri

**Director,
IIM Nagpur**

I take pleasure to welcome you to IIM Nagpur (IIMN). IIMN was established in 2015 as the first of the third generation IIMs, by the Ministry of Education, Govt. of India at the orange city Nagpur which is equidistant (in terms of travel time by air) from major metropolises – Delhi, Chennai, Kolkata, and Mumbai. It is a thriving and fastest-growing city positioned as India's logistics capital, providing fertile ground for business ventures.

The striking feature of IIMN's state-of-the-art new campus, spread over 132 acres, is its location in the heart of the industrial hub within the country's first Multi-product Special Economic Zone at MIHAN, adjacent to Dr Babasaheb Ambedkar International Airport, Nagpur. Thus, IIMN enjoys the natural advantage of being near to industry, enabling greater connections and partnerships with businesses across the sectors in SEZ and MIDCs. IIMN's unwavering focus on pioneering exceptional industry partnerships to lead the way in providing real-world experiences prepares our management graduates for life by bringing 'corporate into classrooms' to produce relevant talent for the corporate world.



Programme Directors



Prof. Ranjitha is a faculty member in the Marketing Area at IIM Nagpur. A PhD from IIM Kozhikode, she has previously taught at Prin. L. N. Welingkar Institute of Management Development and Research, Bangalore and Central University of Karnataka. Prof. Ranjitha also has several research publications and conference presentations to her credit.

Prof. Ranjitha G.P



Prof. Varsha Khandker is a faculty in the area of Marketing. She holds a doctoral degree from IIM Ahmedabad and has previously taught at T A Pai Management Institute, Manipal. Prof. Varsha teaches Marketing Management, Marketing Research, Strategic Marketing, and Understanding Markets at the Bottom of the Pyramid. She is a certified instructor for the marketing simulations, MarkStrat and BrandPro, by StratX (Paris). She is also certified by Harvard Business Publishing for teaching with simulations. She has published and presented papers in international journals and academic conferences.

Prof. Varsha Khandker



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Digital economy has the potential to unlock productivity and would create

65 million new jobs by 2025.

Source: McKinsey Global Institute (MGI) report



Programme Overview

The current era of unprecedented environmental dynamism of the hyper-connected world drives transformational change. These ramifications of hyperconnectivity are causing power shifts in the global business landscape, making it necessary for emerging managers to develop their capabilities and manage uncertainties in the organization.

Learn from the top-ranked institute, IIM Nagpur 9-months PG Certificate Programme in Digital Strategy and Marketing Analytics, curated for working executives aspiring to develop their digital strategy and marketing analytics skills. The Programme helps them transform into passionate advocates and leaders who stimulate innovation in leading-edge organizations. This interdisciplinary programme equips working executives with contemporary strategic marketing competencies and thought. It aims to develop competencies among managers by enhancing their existing industry know-how; making them future-ready.

This programme adopts multiple pedagogical methods, case-based discussions, hands-on simulations, lectures, and workshops an opportunity which any growth-minded leader cannot afford to miss.

Programme Highlights



PG Certificate and Alumni Status



9 Months of Blended Learning



Learn from the Industry Experts



Case Study Based Learning



Digital Markstrat Simulation

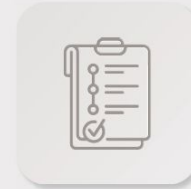


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Learning Outcomes



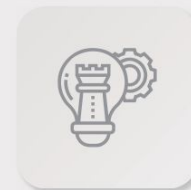
Equip with contemporary strategic marketing competencies



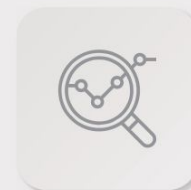
Exposure to multiple pedagogical methods. Learn with case-based discussions, hands-on simulations, lectures, role-plays and workshops



Learn various marketing analytics tools and methodologies



Hands-on digital marketing strategy simulation: Digital Markstrat



Get in-depth industry insights

Programme Module

This programme helps aspirants expand their horizons and learn marketing with diverse modules spread across the 9-months of programme duration.

Content

Sub-Topics

1	Refresher on the basics of marketing and contemporary marketing thought	<ul style="list-style-type: none"> • Introducing the concept of value in marketing • Transforming of marketing in the digital world • Basics of digital marketing and analytics
2	Industry 4.0	<ul style="list-style-type: none"> • AI and machine learning • Internet of Things • Augmented Reality • Applications of AI and ML in marketing
3	Cleaning critical consumer insights	<ul style="list-style-type: none"> • Marketing analytics: Making sense of data • Contemporary qualitative research for consumer insights: Workshop • Capturing value: Pricing analytics and optimization workshop • Digital marketing tools and techniques
4	Brand management and integrated communication strategies in a digital world	<ul style="list-style-type: none"> • Integrating the brand in communication mix • Shifting brand personalities and challenges for communication • IMC in an increasing machine (AI) integrated environment

5 Digital marketing tools and techniques

- Impact of technology on marketing, content & commerce
- Website design, elements of going digital for a company - Digital 4 P's
- Search engine optimization
- Search engine marketing
- Google analytics and Facebook analytics
- Google adwords, Adsense
- Role of content marketing, blogging, email marketing B2C social media marketing, FB, Instagram advertising
- Understanding the drivers of online & offline retail
- Hypercompetition in Indian online retail

6 Making sense of industries, markets and devising digital marketing strategies

- Marketing driving versus Market driven: Perspectives as relevant to highly volatile environments

7 Digital marketing strategy simulation: Digital Markstrat

- Introduction to marketing strategy
- Situation analysis and identification of strategic objection
- Introduction to Digital Markstrat: Simulation
- Interim review of the simulation
- Simulation debrief and participant presentation

8 Dissertation presentations and concluding the course

- Participant dissertations' presentations

Programme Details

- **Batch no:** 03
- **Application Closure Date:** Closing Soon
- **Mode of Delivery:** Device to Device (D2D)
- **Class Schedule:** **Day:** Sunday
Timings: 10:00 am to 1:00 pm
Chamber Consultation
- **Programme Duration:** 9 months
- **Campus visits:** 3 days campus visit at the end of the programme

Fee Structure

Application Fee

INR 2,006 (Including GST)

Programme Fee

INR 2,25,000 + GST

Eligibility

- The candidate must hold a graduation degree, with a minimum of 50% marks or equivalent from a recognized university (national or international)
- Minimum 3 years of work experience

Installments

1st Installment

INR 85,000 + GST
At the time of admission

2nd Installment

INR 70,000 + GST

3rd Installment

INR 70,000 + GST

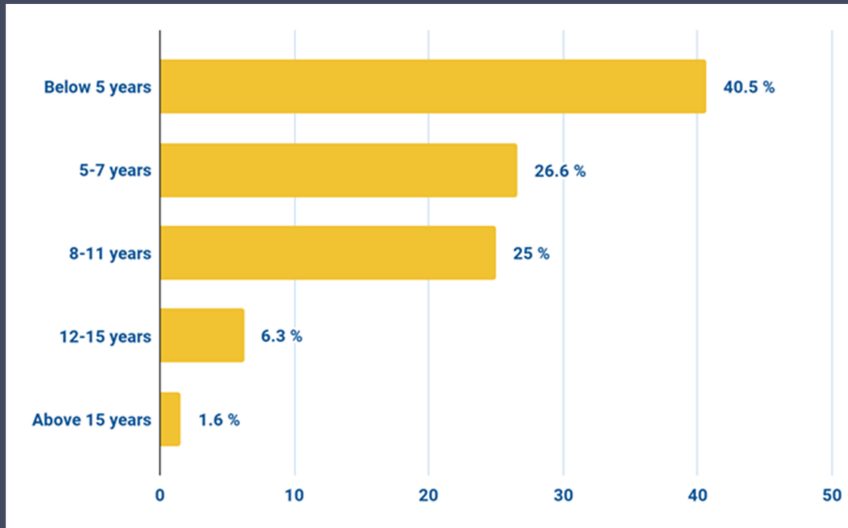
Certification

“PG Certificate Programme in Digital Strategy and Marketing Analytics- IIM Nagpur”

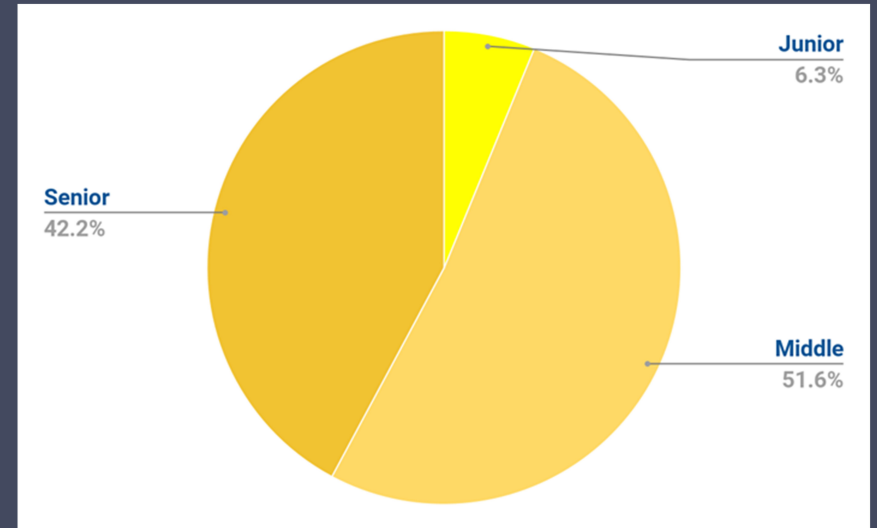
for those who successfully complete the prescribed course of study and fulfill all other academic requirements.



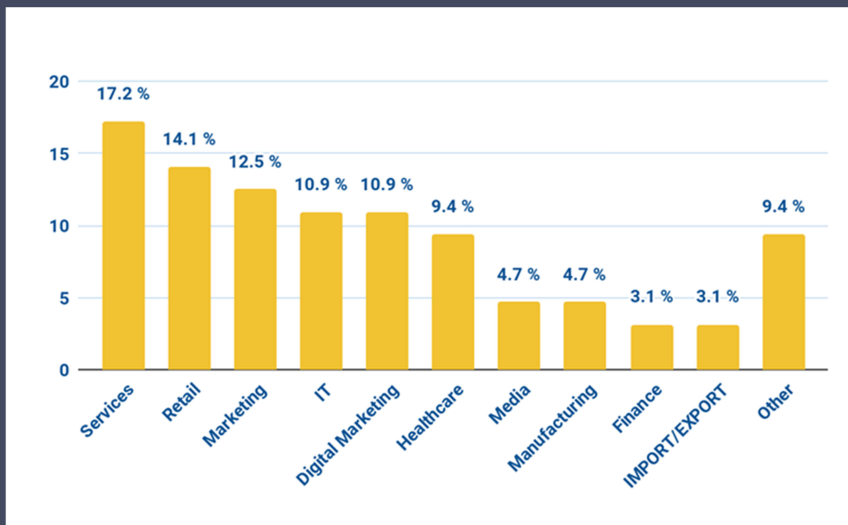
Experience Level



Management Level



Industries Represented



Companies Represented

