



भारतीय प्रबंध संस्थान कोषिकोड
Indian Institute
of Management
Kozhikode

Globalizing Indian Thought

jaro education

Join the **Digital Marketing Revolution** and get ahead of the game!

Professional Certificate Programme in **Digital Marketing for Performance & Growth**

Programme by IIM Kozhikode



Bridging Resilient Seeds of Growth and Success— Digital Marketing & Performance Landscape

As the digital landscape continues to evolve at an unprecedented pace, businesses face a growing need for effective strategies that can bridge resilient seeds of growth and success. In the realm of digital marketing and performance, this challenge demands a comprehensive understanding of the latest trends and technologies, along with a steadfast commitment to adaptability and innovation. Through a strategic approach that leverages data-driven insights, user-focused design, and agile methodologies, organizations can unlock new opportunities for growth and navigate the complexities of the digital landscape with confidence and resilience. At the forefront of this dynamic field, professionals and leaders can leverage key digital marketing expertise to help businesses thrive in the fast-paced world of digital marketing and performance.



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The global digital advertising market is expected to grow from \$374.2 billion in 2020 to \$763.6 billion in 2025 at a rate of 15.3%. The market is poised to grow from \$763.6 billion in 2025 to \$1,449.0 billion in 2030 at a CAGR of 13.7%.

*BusinessWire

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“

Deloitte.

52% of marketing executives are concerned about the economy in the coming year.

*Deloitte

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\$1.8 trillion is the estimated global spending on digital transformation in 2022.

*IDC, 2022

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INR 12,70,525/- the average salary for a senior digital marketing manager

*Glassdoor

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Hear From the Director's Desk



Businesses today have seen a complete transition than they used to run a decade ago. It is thus imperative for professionals, industry leaders, business owners and aspiring entrepreneurs of today and the future to expand their knowledge across domains and proactively make decisions to be effective leaders. IIM Kozhikode programmes designed by world-class faculty with their cutting-edge thought leadership and industry-leading insights empower participants to manage and lead complex business challenges with confidence and data-driven, informed decision-making ability. Our growing global footprints acknowledged and accredited by leading institutions of the world are a testimony to growth we have achieved in our 25-year journey of academic excellence.

At this juncture, it is also pertinent to share that both future and past are integral to the path taken by an institution on this journey of excellence. Having a wide, far-seeing vision is not an indulgence but an activity that is necessary to give meaning to our present, to give this Institution a sense of purpose, direction and imagination. That is why we have chosen to think in terms of what IIM Kozhikode will be able to contribute to India and the world some three decades from now with 'Vision 2047: Globalizing Indian Thought'. The Institute has set for itself a pre-eminent role with the above motto. The sheer scale, scope and potential impact that India will have on 21st century business makes us believe that this is a legitimate aspiration.

Become a digital marketing visionary and set the standard for your industry by pursuing the IIM Kozhikode Professional Certificate Programme in Digital Marketing for Performance & Growth.

Wishing you all the very best!

Prof. Debashis Chatterjee
Director IIM Kozhikode

Programme Overview

The Professional Certificate Programme in Digital Marketing for Performance & Growth provides an opportunity for professionals to build their skills in digital marketing and growth hacking. This comprehensive programme covers the essential fundamentals of performance marketing and growth tactics and strategies, including search engine optimization (SEO), pay-per-click (PPC) advertising, content marketing, social media marketing, and other tactics. With a primary focus on practical and actionable applications and strategic decision-making, this programme offers a unique learning experience that can help professionals become experts in the field. To ensure holistic learning, a diverse set of pedagogies, including tool workshops, case discussions, simulations, live projects, etc., will be used in the class. From developing a successful marketing strategy to tracking and optimizing results, this program will equip professionals with the skills and knowledge they need to succeed in the fast-growing world of performance marketing and growth.



Programme Highlights

Executive Alumni status
from IIM Kozhikode

Live project ensures
holistic learning

360-degree approach in
marketing to digital
consumers

Leveraging immersive
tools and technologies
in the growing digital
landscape



Certificate of completion
from IIM Kozhikode



Complete digital immersion



Faculties from academia and
industry with immense
experience



Unique proven pedagogies
specifically developed for
digital marketing courses



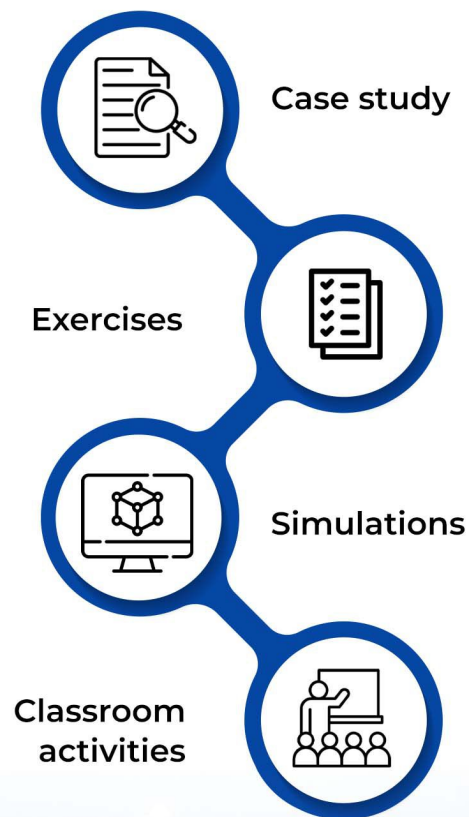
Programme Content

- ▶ Understanding the Digital World
- ▶ The Digital Consumer Journey
- ▶ Marketing in a Digital World
- ▶ Publishers, Advertisers, and Ad-networks
- ▶ Introduction to Digital Marketing Tools
- ▶ Search Engine Optimization (SEO)
- ▶ Search Engine Marketing (SEM)
- ▶ Display Advertising
- ▶ Social Media Marketing
- ▶ Content Marketing
- ▶ Digital Marketing Analytics
- ▶ ROI/ Performance Marketing
- ▶ Conversion Rate Optimization (CRO) Strategy
- ▶ Attribution Modelling Simulation
- ▶ Digital Branding Strategy
- ▶ E-Commerce
- ▶ Mobile Marketing
- ▶ Online Reputation Management (ORM): Strategy & Execution
- ▶ Digital Media and Entertainment
- ▶ Competing in the Digital World
- ▶ Leveraging MarTech
- ▶ Using the Metaverse for Performance Marketing and Branding
- ▶ Recent Development in Digital, & Global Outlook
- ▶ Capstone Live Project

*Modules are indicative, and the suggested topics can be adapted to fit the as per IIM Kozhikode's faculty discretion.

Pedagogy

The pedagogy has been curated to combine theoretical concepts with practical applications. Learners would be introduced to multiple learning media such as:



Delve into Rigorous Case Studies

1

Package Pricing at Mission Hospital
(IMB527-PDF-ENG)

2

Predicting Net Promoter Score (NPS)
to Improve Patient Experience at
Manipal Hospital

3

Improving Lead Generation at Eureka
Forbes Using Machine Learning
Algorithms

4

Retention Modeling at Scholastic
Travel Company



Learning Outcomes

Develop an understanding of the digital world from the perspective of both consumers and businesses.

Attain a comprehensive understanding of key principles of performance marketing and growth.

Understand the key metrics used to measure the success of digital marketing campaigns.

Acquire the technical skills to develop and manage effective performance marketing campaigns.

Utilize data-driven insights to identify and capitalize on new opportunities for growth.

Develop strategies to maximize return on investment (ROI) from digital marketing campaigns.

Leveraging social media for brand building and audience engagement.

Identify and evaluate emerging trends in digital marketing and growth.

Command expertise over tools and techniques used to market to consumers in the digital world.



Programme Details

Duration	: 9 months with two days in-campus
No. of Sessions	: 3 hours per week
Mode of Engagement	: Direct to Device mode

Interactive Campus Immersion at IIM Kozhikode

*The In-Campus modules are mandatory.

Schedule

Session Timings	: Saturday, 6.00 pm to 9.00 pm
Application Closure Date	: Closing Soon
Commencement Date	: 17 th June, 2023



Admission Criteria

- Selections will be based on candidates' profiling.

Eligibility Criteria

- Graduates (10+2+3) or Diploma Holders (only 10+2+3) from a recognized university (UGC/AICTE/DEC/AIU/State Government/recognized international universities) in any discipline.
- By the Programme start date (Technical Orientation), the candidate should have a minimum of 03 years of work experience (after graduation).

Assessment & Evaluation

- The evaluation methodology is at the discretion of the faculty. The methodology includes online quizzes, case analysis, class contribution, assignments, and any other component as decided by the faculty. A minimum of 75% attendance is a prerequisite for the successful completion of this programme. The participants will have to secure the minimum pass marks in the evaluation components specified by the faculty.
- Participants who successfully complete the same and satisfy the requisite attendance criteria will be awarded a Certificate of Completion. Participants who are unable to clear the evaluation criteria but have the requisite attendance will be awarded a Participation Certificate.
- The programme may require participants to work on individual/group assignments and or projects. The main objective of such assignments/projects will be to help the participants apply their conceptual learning of the programme to actual organizational decision scenarios.



Fees & Instalment Pattern

FEE STRUCTURE	
Application Fees	INR 2,000/- + GST
Programme Fee	INR 180,000/- + GST

INSTALMENT PATTERN	
Particulars	Instalment Amount
Booking Amount	INR 70,000/- + GST 7 days from the release of the offer letter
Instalment 1	INR 60,000/- + GST
Instalment 2	INR 50,000/- + GST





- After fulfilling the necessary requirements, participants will be granted the esteemed Executive Alumni Status by IIM Kozhikode (*The benefits of executive alumni status are at the discretion of IIM Kozhikode).
- Participants who successfully meet the evaluation criteria and satisfy the requisite attendance criteria will be awarded a 'Certification of Completion'.
- Participants who are unable to clear the evaluation criteria but have requisite attendance will be awarded a 'Participation Certificate.'



Prof. Dharun Kasilingam

Programme Chair and Assistant Professor, Marketing Management

Dr. Dharun holds a Masters of Engineering (M.E.) degree in Industrial Engineering (PSG Tech) and a Ph.D. in Marketing and Analytics (NIT Trichy). He was the youngest to receive a Ph.D. at NIT Trichy at the early age of 25. Before joining IIMK, he was leading the Digital Platforms and Strategies Area, an academic unit that houses cutting edge Digital Marketing, Marketing Analytics, and Digital Transformation courses and research at MICA, Ahmedabad.

His research interests majorly are two folds: Unstructured Data Analytics, and Technology and Consumer Behavior. He has also published multiple research articles, including in top marketing journals like Journal of Retailing and Consumer Services, International Journal of Consumer Studies, Technology in Society, Journal of Consumer Behavior, Journal of Brand Management, etc, and medical Journals like Transboundary and Emerging Diseases. His papers in the Journal of Retailing and Consumer Services, and Technology in Society appear in the list of highest cited articles on the journal's home pages. His research has appeared in the proceedings of several renowned international conferences in India, Australia, Dubai, and Malaysia. He has a demonstrated ability to understand and apply advanced statistics and analytics to yield benefits to real-world business issues. He is also an expert in software packages Minitab, SPSS, Stata, AMOS, Smart-PLS, etc., and can proficiently code in R and Python. He teaches courses in marketing that intersect with Digital, Analytics, and Automation.



Prof. Priya Narayanan

Assistant Professor, Marketing Management

Priya Narayanan is an Assistant Professor of Marketing at the Indian Institute of Management Kozhikode. Her research focuses on how consumers process information, particularly brand information, and is published or under peer review at leading journals in marketing. She teaches graduate and executive courses in marketing management, strategic marketing, and digital marketing, including the well-received 'The CMO's Playbook'.

Priya earned her Ph.D. in Marketing from the Indian Institute of Management Ahmedabad, as a winner of the institute-wide best dissertation award. She holds an MBA from the Indian Institute of Management Ahmedabad where she won merit scholarships awarded to the top five percent of her class each year. Priya also holds a BTech (honors) degree in Electronics and Communication Engineering from Government Engineering College Thrissur, winning first rank at university. Prior to her Ph.D., Priya was a strategy consultant at the Monitor Group (now Monitor-Deloitte).



Prof. Sreejesh S.

Associate Professor, Marketing Management

Sreejesh S. is an Associate Professor of Marketing at the Indian Institute of Management Kozhikode, India. His research is published in prominent outlets such as Industrial Marketing Management, European Journal of Marketing, Journal of Business Research, Journal of Advertising Research, Computers in Human Behaviour, Journal of Brand Management, Journal of Product and Brand Management, Journal of Service Theory and Practice, and many others. He serves on the editorial board of the International Journal of Consumer Studies and has authored books with Pearson and Springer International. He is involved in several executive training programs for various companies, and coordinates and delivers lectures for short and long-duration executive certificate programs at IIM Kozhikode.

About IIM Kozhikode



NIRF India Rankings
2022: Management



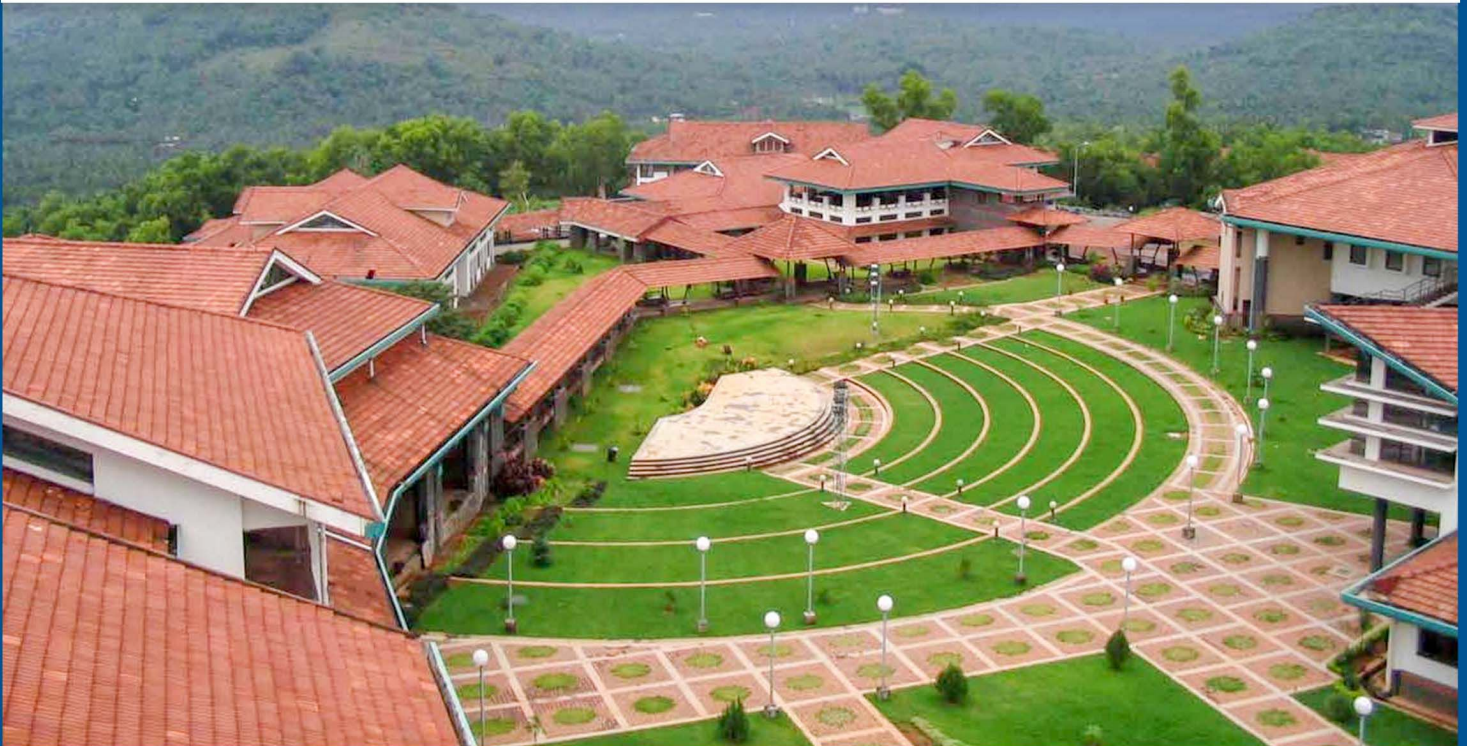
IIM Kozhikode sole IIM
to feature in ARIIA 2021



QS Executive MBA
Ranking (EPGP) in Asia
Pacific for 2021



Global Accreditations



Started in 1997 with its Postgraduate Programme (PGP), the Indian Institute of Management Kozhikode (IIMK) is on a high growth trajectory today, offering the widest range of academic programs in the field of management education. These include Doctoral Programme in Management, Executive PG Programmes, Management Development Programmes and Faculty Development Programs. IIMK set up a Satellite campus at Infopark, Kochi, in 2013 dedicated to Executive Education. IIMK has the unique distinction of launching a Ph.D. (Practice Track) programme for working professionals besides bringing in new dynamic courses in Women Leadership, one-year Post Graduate programme in Business Leadership (2019) MBA in Finance and MBA in Liberal Studies & Management (2020). The institute is also home to IIMK LIVE a first-of-its-kind startup incubation programme and the Indian Business Museum.

IIM Kozhikode aims to create a unique and futuristic space of global reckoning so as to nurture the finest management thinkers in the pursuit of developing innovative, socially responsible and environmentally friendly practitioners, leaders and educators. Strategically moving towards a better future, the Institute strives to provide holistic learning, giving equal weightage to academic solidarity and practical application. IIM Kozhikode integrates concepts with applications and values, thus transforming individuals into dependable, capable, caring and fair-minded personalities who will contribute towards the development of communities.