



भारतीय प्रबंध संस्थान इंदौर  
Indian Institute of Management Indore

सिद्धिमुलं प्रबन्धनम्  
भा. प्र. सं. इन्दौर  
IIM INDORE

Edge Ahead with AI Powered Marketing Strategies

# Executive Programme in Marktech and AI Driven Marketing

Programme by IIM Indore



Marketing Partner

jaro education

# Harness Performance Marketing Breakthroughs with AI Powered Strategic Impact

**The global AI market is predicted to snowball in the next few years, reaching a \$190.61 billion market value in 2025.**

**The forecasted AI annual growth rate between 2020 and 2027 is 33.2%**

**40% of businesses say that customer experience is their top motivator for using artificial intelligence.**

**48% of marketing leaders say AI is making the most significant difference in how customers interact with them.**

**By 2030, AI will lead to an estimated \$15.7 trillion, or 26% increase in global GDP.**

**64% of B2B marketers consider AI to be valuable in their marketing strategy.**

\*SEMRUSH

AI is revolutionizing business operations and reshaping the marketing landscape. By harnessing cutting-edge technology, businesses can leverage AI to drive successful marketing campaigns. AI-powered tools and algorithms enable advanced data analysis, customer segmentation, personalized targeting, and predictive modeling. Automation streamlines processes, improves efficiency, and enhances decision-making. With AI, businesses gain valuable insights, optimize marketing strategies, and deliver personalized experiences to customers, ultimately driving better outcomes and competitive advantage in today's rapidly evolving digital landscape.

# Overview

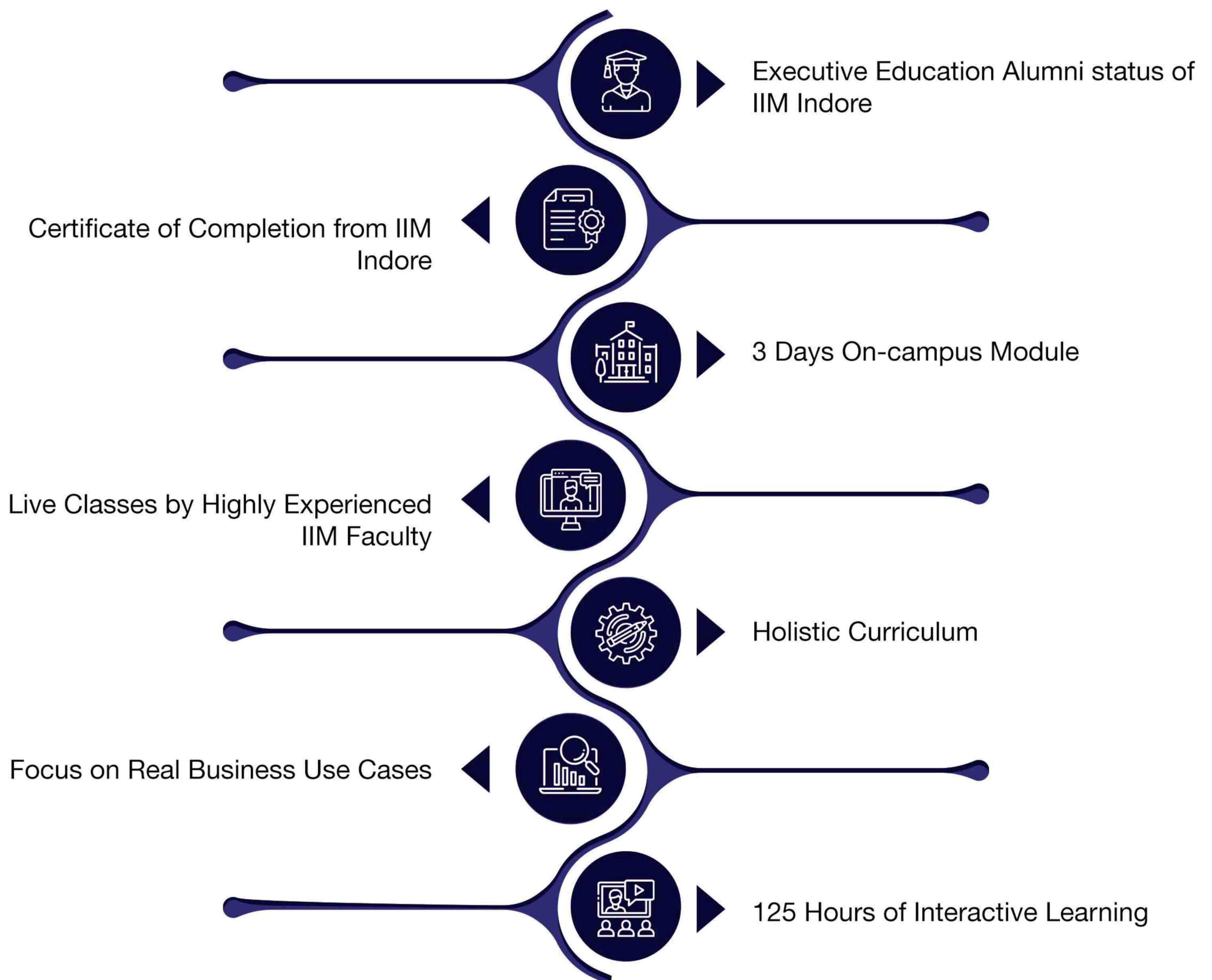
The Executive Programme in Marktech and AI Driven Marketing offers learners a comprehensive understanding of how Marktech and AI tools can be practically applied in marketing. With a focus on practical knowledge and skills, this program equips participants with the necessary expertise to effectively utilize technology and AI to their advantage in the dynamic marketing landscape. Whether seeking to gain a competitive edge or stay ahead of industry trends, this programme is ideal for individuals looking to harness the power of Marktech and AI to optimize marketing strategies.

Through this programme, participants will gain insights into the latest trends and advancements in Marktech and AI driven marketing strategies. They will learn how to effectively implement these tools to enhance customer engagement, optimize marketing campaigns, and drive business growth. The programme emphasizes hands-on learning, enabling participants to gain practical experience through real-world case studies, industry projects, and interactive sessions with industry experts.

By the end of the programme, participants will have a deep understanding of the potential of Marktech and AI in marketing and will be equipped with the skills to develop and execute innovative marketing strategies. This programme empowers marketing professionals with the knowledge and tools needed to adapt to the digital era and thrive in a competitive business environment.



## Programme Highlights



## Programme Objectives

- ▶ To provide learners with a foundational understanding of artificial intelligence application in marketing.
- ▶ To equip learners with practical skills in data analysis, customer segmentation, personalization, and predictive analytics using automated means, all while adhering to ethical and privacy considerations.
- ▶ To enable learners to effectively leverage AI in marketing to deliver personalized experiences at scale and gain a competitive advantage in the market.
- ▶ To provide learners with an opportunity to apply their knowledge and skills in a real-world marketing problem through a final project.

# Learning Outcomes

- Technology Application in Marketing.
- AI and Marktech in Customer Acquisition, Management and Retention.
- Exposure to Digital Ecosystem for Marketing Automation.
- Predictive Analytics and Introduction to Data Analytics



# Programme Content

- › Marketing in a Digital World
- › Introduction to AI & ML in Marketing
- › Understanding Customer Lifecycle – Acquisition, Management and Retention
- › Marktech and AI in Customer Acquisition: STP, Email, Digital Marketing, Social Media and Programmatic Advertising
- › Marktech and AI in Customer Management: CRM, Predictive Analysis, Customer Service, Customer Experience and Personalization
- › Marketing Analytics and Decision Making
- › Content Generation, Digital Assets, AR/VR/XR and UI/UX Elements of Customer Experience
- › Ethics and Legal Aspects of Marktech Applications
- › Digital Transformation Strategy

\*Courses are subject to change at IIM Indore's discretion.

## Pedagogy

Lectures

Case Discussions

Project Work

Term Papers and Assignments



## Programme Details

<b>Session Duration</b>	<ul style="list-style-type: none"><li>• 12 Months</li></ul>
<b>On-campus module</b>	<ul style="list-style-type: none"><li>• 3 Days (12 sessions)</li></ul>
<b>Programme Schedule</b>	<ul style="list-style-type: none"><li>• November 2023- December 2024</li></ul>
<b>On Campus Module at IIM Indore</b>	<ul style="list-style-type: none"><li>• TBD</li></ul>
<b>Application Closure Date</b>	<ul style="list-style-type: none"><li>• 31st October 2023</li></ul>
<b>Commencement Date</b>	<ul style="list-style-type: none"><li>• 5th November 2023</li></ul>
<b>Session Timings</b>	<ul style="list-style-type: none"><li>• Saturdays, 7:00 pm to 9:45 pm</li></ul>

The time gap between two consecutive sessions is to give the participants a break. On some days, the classes may extend beyond the mentioned time. In addition to attending interactive sessions, participants have to undertake online quizzes, assignments, and examinations.



## Programme Fee Details

Fee Structure	Amount (in INR)
Registration Fee	2500/- + GST
Programme Fee	3,28,000/- + GST
Total Fee	3,30,500/- + GST

Instalment Pattern	Amount (in INR)
Instalment 1 2nd November 2023	1,10,000/- + GST
Instalment 2 20th February 2024	1,10,000/- + GST
Instalment 3 20th May 2024	1,08,000/- + GST

Easy EMI Options Available





# Admission & Evaluation Criteria

## ◆ Eligibility

Diploma (10+2+3)/ Graduate/ Post Graduate from Universities recognized by the Association of Indian Universities with minimum 50% marks in either diploma or graduation or post-graduation (or its equivalent) with at least five years of work experience.

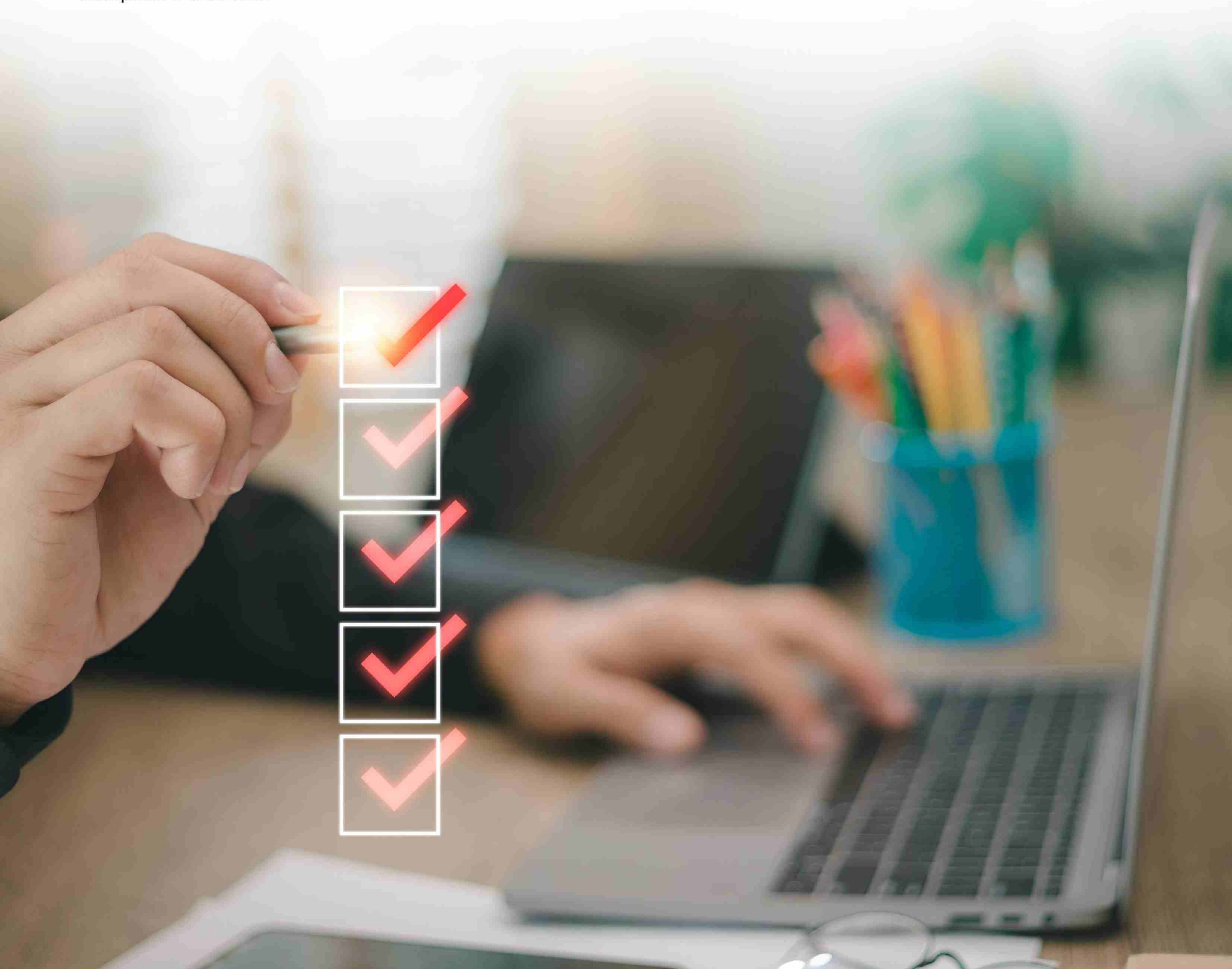
\*Internships and Trainee experiences are not considered Full-time work.

## ◆ Attendance Criteria

Participants are expected to attend all sessions of a given course. However, participants may take leave on account of emergencies, subject to the approval of the Programme Coordinator. However, a 75% minimum attendance requirement would be considered for the final grading. For less than 75% attendance, a grade cut as per the norms will be applied.

## ◆ Evaluation Methodology

Performance of participants will be monitored on a continuous evaluation basis through quizzes, assignments, tests and examinations. The participant is required to score minimum marks/grades as decided by the Institute from time to time to complete the course.



# Executive Education Alumni Status - IIM Indore

The participants who will complete the programme successfully will be eligible for the Executive Education Alumni status of IIM Indore. They will require to apply separately along with the necessary fee to register their name. Current alumni membership plans are as follows:

- ▶ 2-year membership – INR 1000/- + applicable taxes
- ▶ Lifetime membership – INR 10,000/- + applicable taxes

## Benefits available to Executive Education Alumni:

- Communication of brochures and newsletters from IIM Indore.
- Access to the IIM Indore Campus Library (onsite access only).
- Official email ID of the institute.

Mere successful completion of the programme, application submission, and fee does not entitle a participant to be eligible for executive education alumni status. IIM Indore reserves the right to confer executive education alumni status.

IIM Indore reserves the right to modify the above conditions at its discretion at any time without notice. Only the courts at Indore will have the territorial jurisdiction to try any disputes arising in respect of the Executive Alumni membership being granted.



# Certification

Participants who successfully meet the evaluation criteria will receive the prestigious 'Certificate of Completion' from IIM Indore.



\*The sample certificate is indicative. The Institute reserves the right to revise it.

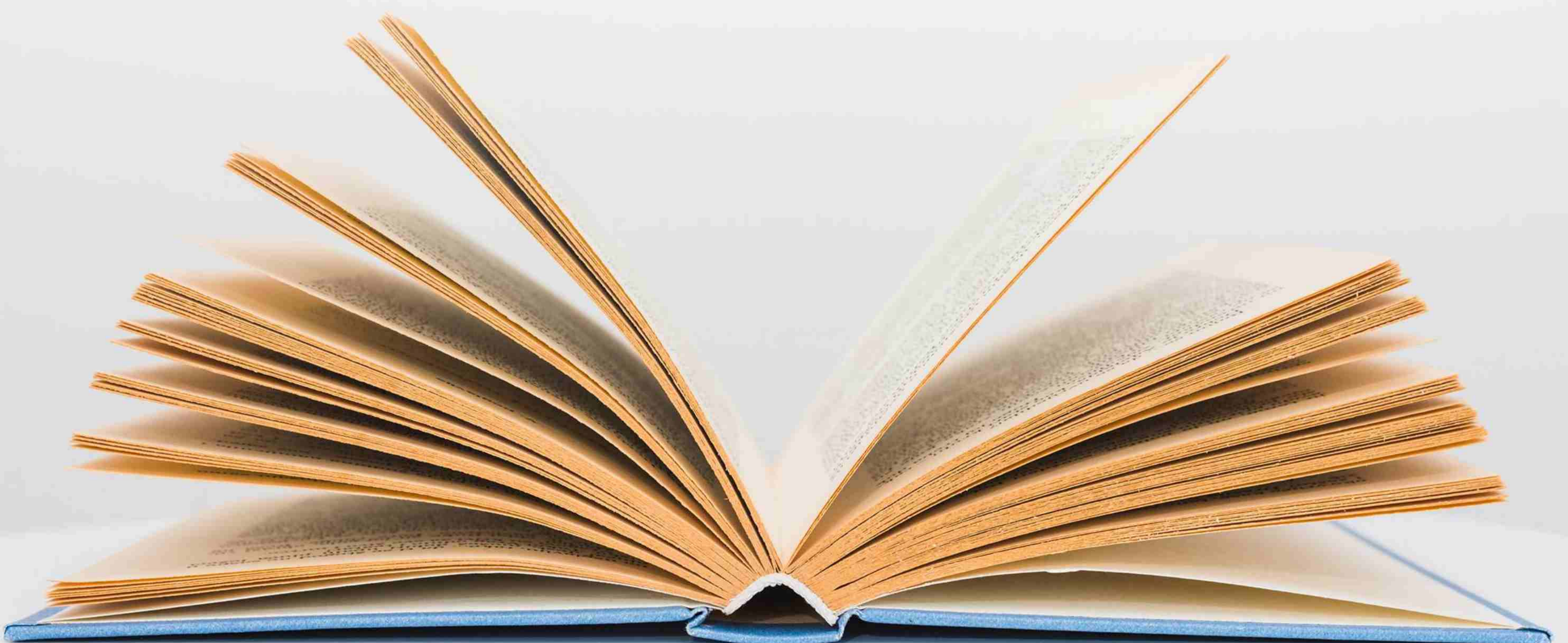
## Programme Director



### **Prof. Subin Sudhir**

Associate Professor, Marketing

Prof. Subin is an Associate Professor in the Marketing area at IIM Indore. He completed his Fellow Programme in Management (FPM) from the Indian Institute of Management Kozhikode (IIMK). His research interests include Consumer Behaviour, Word of Mouth, Rumor Research in Marketing, Customer Relationship Management, and Digital Marketing. Prof. Subin earned his MBA and B.Tech (EEE) degrees from Kerala University. He has been associated with various organizations prior to joining IIM Indore, which includes IIM Trichy, the Institute for Financial Management and Research (IFMR), the Institute for Customer Relationship Management (iCRM), Tata Elxsi Limited, and Wipro Technologies. Prof. Subin has participated in various academic conferences and doctoral consortiums and also engages actively with a few organisations in social development projects.

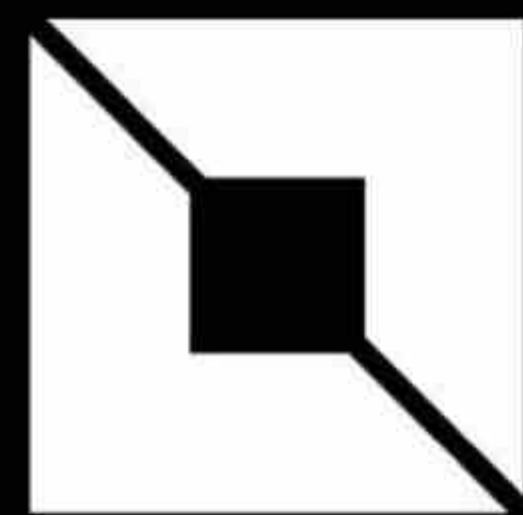


# IIM Indore at a Glance



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भारतीय प्रबंध संस्थान इंदौर  
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AACSB  
ACCREDITED

8th  
NIRF Ranking  
2023



ASSOCIATION  
OF  
AMBA  
ACCREDITED

26th  
QS Global MBA  
Rank, Asia (2023)



89th  
Financial Times  
Rank, (2023)

The Department of Higher Education, Ministry of Education, Government of India established the Indian Institute of Management Indore (IIM Indore) as an institution of excellence for imparting high quality management education and training. IIM Indore is recognised as a premier management institution, comparable to the best in the world for teaching, research and interaction with industries. It was established in 1996 and is promoted and nurtured by the Ministry of Education, Government of India. IIM Indore is an institute of national importance under the Indian Institutes of Management Act 2017.

IIM Indore strives to provide the best possible education to its students by interfacing with the industry, government, and PSUs. The institute is committed to promoting excellence in management education and research that benefits society as a whole.

