सिद्धिमूलं प्रबन्धनम्
भा. प्र. सं. इन्दौर
IIM INDORE

भारतीय प्रबंध संस्थान इंदौर
Indian Institute of Management Indore

Batch
02

Edge Ahead with
AI Powered Marketing
Strategies

Executive Programme in

Marktech and AI Driven Marketing

by IIM Indore



ASSOCIATION OF MBAS ACCREDITED
EQUIS ACCREDITED
AACSB ACCREDITED

Marketing Partner
jaro education

Key Challenges and Strategic Pathways for MarkTech and AI Marketing Leaders

Global Growth and Challenges

- **Market Expansion:**
  The MarkTech market is projected to reach approximately $670 billion in the preceding years, reflecting a significant increase from previous years.

  *Statista

- **AI Integration:**
  AI is driving an exponential increase in marketing technology solutions, with 73% of new tools being AI-based.

  *MarTech

- ***Data Overload:*** *The surge in data volume presents challenges in data management and analysis, necessitating advanced AI solutions.*

India's MarkTech Landscape

- **Market Growth:**
  India's MarkTech industry is projected to reach $50 billion by 2026, indicating robust growth.

  *Sinch

- **Adoption Rates:**
  A significant portion of Indian organizations have embraced MarkTech, with 7 in 10 now utilizing marketing technologies and generative AI.

  *Marketing Tech News

- **Investment Trends:**
  Companies are allocating 19.9% of their marketing budgets to MarkTech, with expectations to increase this to 23.5% within a year and 30.9% in five years.

  *CMO Survey



Strategic Recommendations

- **Embrace AI Integration:**
  Incorporate AI to enhance personalization, predictive analytics, and automation, thereby improving customer engagement and operational efficiency.

- **Invest in Data Management:**
  Develop robust data strategies to handle the increasing volume and complexity of data, ensuring actionable insights.

- **Focus on Customer-Centric Strategies:**
  Prioritize customer experience to drive adoption and maximize the benefits of MarkTech and AI investments.



How AI is Transforming Marketing Strategies

AI is transforming business operations and reshaping marketing strategies. By leveraging cutting-edge technology, businesses can drive impactful marketing campaigns. AI-powered tools enable advanced data analysis, customer segmentation, personalized targeting, and predictive modeling. Automation enhances efficiency, streamlines processes, and improves decision-making. With AI, businesses gain actionable insights, optimize strategies, and deliver personalized experiences, leading to improved outcomes and a competitive edge in today's dynamic digital landscape.

By embracing How AI is Transforming Marketing Strategies and AI, businesses can overcome challenges, achieve sustainable growth, and maintain their leadership position in the evolving market.



A Roadmap for Marketers in MarkTech and AI-Powered Marketing

Strategic Initiative	Focus Area	Action Plan
	AI-Driven Consumer Insights	
Utilize AI to analyze customer data and predict behavior patterns.		Implement predictive analytics tools and machine learning algorithms for better segmentation.
	Hyper-Personalized Campaigns	
Deliver tailored marketing messages at scale.		Develop dynamic content strategies using AI-powered recommendation engines.
	Omnichannel Experience	
Create a seamless experience across all consumer touchpoints.		Integrate AI with CRM systems to unify customer data for consistent messaging across platforms.
	Automation of Marketing Workflows	
Optimize routine tasks like email campaigns, lead scoring, and ad placements.		Deploy AI-powered marketing automation tools to enhance operational efficiency.

Ethical Use of AI

Ensure AI-powered marketing adheres to ethical guidelines and respects consumer privacy.

Develop transparent policies for AI use and comply with global data privacy regulations (e.g., GDPR).

Real-Time Engagement

Interact with consumers in real-time using conversational AI tools.

Leverage chatbots, virtual assistants, and live sentiment analysis for on-the-spot responses.

Performance Measurement

Use AI to accurately measure ROI and campaign effectiveness.

Implement AI-based attribution models to analyze customer journeys and allocate marketing budgets.



Programme 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 programme 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

- Executive Education Alumni Status of IIM Indore
- Certificate of Completion from IIM Indore
- 5 Days On-Campus Module
  (Mumbai: Non-residential and Indore: Residential)
- Live Classes by Highly Experienced IIM Faculty
- Holistic Curriculum
- Focus on Real Business Use Cases
- 125 Hours of Interactive Learning

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

Applications of Technology 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

- Basics of Marketing
- Segmentation, Targeting, and Positioning
- Consumer Behaviour and Consumer Research
- Product Strategy and NPD
- Pricing Strategies
- Distribution and Sales Strategies
- Promotion Approaches

Introduction to AI & ML in Marketing

- Introduction to Machine Learning
- Understanding Basics of Artificial Intelligence
- Overview of Business Intelligence and Analytics
- Data Visualization Techniques
- Introduction to Big Data

Understanding Customer Lifecycle – Acquisition, Management and Retention

- Customer Journey Mapping
- Customer Persona from Consumer Insights
- Importance of Marketing Mix Decisions
- Introduction to Customer Experience
- Design Thinking Fundamentals
- Customer Retention and Handling Complaints

Marktech and AI in Customer Acquisition: STP, Email, Digital Marketing, Social Media, and Programmatic Advertising

- AI and ML in Customer Segmentation
- Display Advertising and Remarketing
- Display Advertising Platforms and Programmatic Ad-buying
- Social Media Targeting and AI-based Targeting
- Hyper-Personalization and Email Platforms
- Recommendation Engines

Marktech and AI in Customer Management: CRM, Predictive Analysis, Customer Service, Customer Experience and Personalization

- Customer Portfolio Management - Analytics
- Customer Relationship Management - AI Applications
- AI and Chatbots for Customer Support
- Intelligent Experience Engine
- Personalization in Digital Products
- Dynamic Pricing Applications

Marketing Analytics and Decision Making

- Sentiment Analysis
- Online Reputation Management
- Association Based Mining and Product Bundling
- Demand Forecasting and Competitor Analysis
- Brand and Positioning Matrices
- Fraud Detection and Risk Estimation

Content Generation, Digital Assets, AR/VR/XR, and UI/UX Elements of Customer Experience

- Search Engine Optimization
- Website and Mobile App Optimization
- Generative AI for Marketing
- Introduction to AR/VR/XR
- A/B Testing for Content Optimization
- Conversion Funnel Optimization

Ethics and Legal Aspects of Marktech Applications

- Introduction to Business Ethics
- Ethical Issues in the Use of AI
- Legal Aspects of AI/ML Applications
- Cyber Security Introduction
- Cyber Laws in India and Consumer Protection

Digital Transformation Strategy

- Digital Transformation Strategy
- Data Integration and Managing Change
- Business Model Innovation
- Leadership in the Age of AI

Pedagogy

Lectures

Case Discussions

Project Work

Term Papers

Assignments



Programme Details

Duration	• 12 Months
On-campus module:	• Mumbai Campus (Non-Residential): 2 days duration (8 sessions) • Indore Campus (Residential): 3 days duration (12 sessions)
Programme Schedule:	• March 2025 - April 2026

Application Closure Date	Commencement Date
Closing Soon	26th March 2025

Session Timings: The academic sessions will be held on Saturday.

First session: 7:00 pm to 8:15 pm (IST) | Second session: 8:30 pm to 9:45 pm (IST)

Note:

- Extra Session as required on Friday 8:00 - 9:00 pm (Max - 2 sessions per month).
- 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

Registration Fee: INR 2,500/- + GST

Total Programme Fee: INR 3,30,500/- + GST

(excluding GST @18%)

INSTALMENT PATTERN

INSTALMENT 1	INR 1,10,000/- + GST	19th March 2025 Payable at the time of admission
INSTALMENT 2	INR 1,10,000/- + GST	5th June 2025
INSTALMENT 3	INR 1,08,000/- + GST	5th September 2025

Easy EMI Options Available

*The above fee does not include the Executive education alumni fee.



Who Should Attend ?

- Senior Level Managers, Mid-level Managers, Marketing professionals & Data Analysts.
- Business owners who want to leverage digital marketing for growth.
- Aspiring entrepreneurs of digital businesses.
- Graduates with a minimum of five years of post-qualification work experience.



Admission Process

Step 1
Check Your Eligibility

Step 2
Application Submission

Step 3
Application Review
(Screening and Shortlisting)

Step 4
Acceptance Phase
(Receive Offer and Pay Enrollment Fee)

Step 5
Book Your Seat



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 in case 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

- The 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 complete the programme successfully will be eligible for the Executive Education Alumni status of IIM Indore. They will be required to apply separately, along with the necessary fee, to register their name. The 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.
- ID Card.

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 or withhold executive education alumni status.

IIM Indore reserves the right to modify the above conditions at its discretion at any time without notice.



Certification

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



भारतीय प्रबंध संस्थान इंदौर
INDIAN INSTITUTE OF MANAGEMENT INDORE

प्रमाणित किया जाता है कि
प्रतिभागी का नाम
ने **महीना वर्ष** से **महीना वर्ष** के दौरान
भारतीय प्रबंध संस्थान इंदौर द्वारा
आयोजित **अवधि** का ऑनलाइन
प्रोग्राम का नाम
सफलतापूर्वक पूर्ण किया।

This is to certify that
Name of Participant
has successfully completed the **Duration** online
Programme Name
conducted by
the Indian Institute of Management Indore
during **Month Year** to **Month Year**.

कार्यक्रम समन्वयक
Programme Coordinator

एसोसिएट डीन, कार्यपालक शिक्षा
Associate Dean, Executive Education

निदेशक, भा. प्र. सं. इंदौर
Director, IIM Indore

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



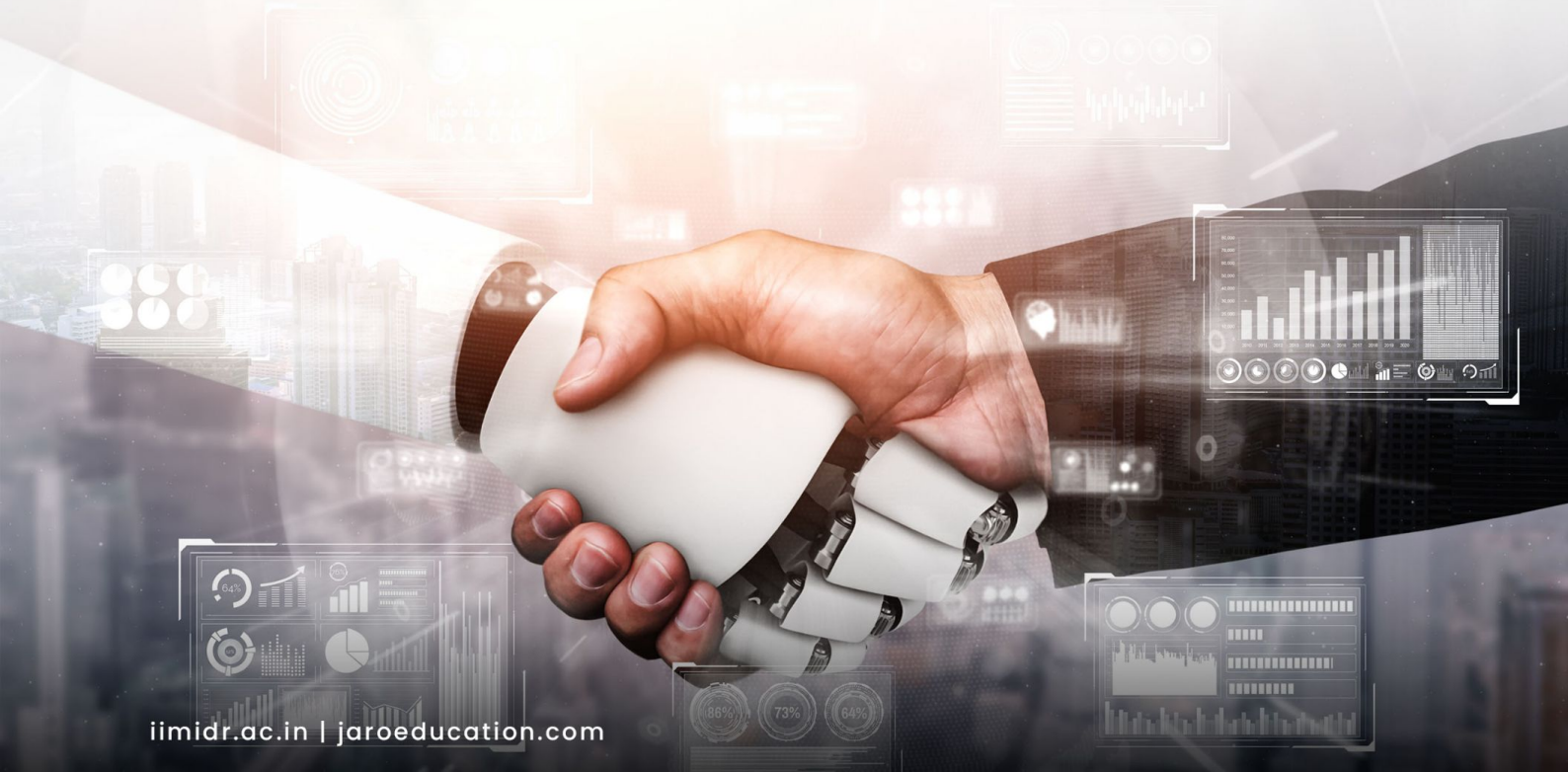
Programme Coordinator



PROF. BIPUL KUMAR

Professor,
Marketing, IIM Indore

Prof. Bipul Kumar is a Professor of Marketing at IIM Indore. He is a Fellow (PhD) from the Indian Institute of Management Ahmedabad. His teaching and research interests are in the areas of Business-to-Business Marketing and Sustainability & Green Marketing. He uses Meta-analysis, Bibliometric analysis, Text analysis, and netnography as his research methodologies. He is currently the Deputy Editor of the Journal of Global Marketing and was previously on the editorial review board of the Journal of Business Research. He has industry experience in the oil & gas and energy sectors prior to entering academics.



Discover the Impact: Previous Batch Learner's Testimonial



Mr. Manas Panda

Global Marketing & Brand Engagement Specialist, MoneyGram International.

I recently joined the Executive Programme in MarkTech & AI-driven Marketing facilitated by Jaro Education in collaboration with IIM Indore, and I am thoroughly impressed with the experience. The programme is exceptionally well-structured and provides a comprehensive understanding of the latest trends and technologies in marketing technology and artificial intelligence.



Mr. Tanay Sarpotdar

Co-Founder & Strategic Advisor - Marinoid

When I enrolled in Marktech and AI-Driven Marketing programme, I had certain expectations about how these programmes typically unfold. This programme has exceeded them, offering not just theoretical knowledge but a strong emphasis on practical application. The diverse perspectives from students in various focus areas and the networking opportunities have already significantly enriched my work. The faculty at IIM Indore has been supportive and engaging from day one, ensuring a comfortable learning environment. They continuously enhance the platform to facilitate transparent communication and real-time updates between IIM and the students. Additionally, Jaro Education's excellent profile-building assistance has helped me effectively showcase my newly acquired skills to potential employers. I highly recommend this program to marketing professionals looking to leverage AI-driven marketing, gain deep insights into Marktech, and build valuable connections.

Discover the Impact: Previous Batch Learner's Testimonial



Ms. Shriya Rohatgi

Senior Associate in Financial Reporting,
Ex - Ernst & Young Global Consulting Services.

My experience with the faculty has been good, making the learning process smooth and enriching. Each session introduces new concepts, equipping me with the skills needed to transition into a new career domain confidently. The programme has significantly contributed to my professional growth, and the profile-building assistance has been invaluable in highlighting my newfound abilities.



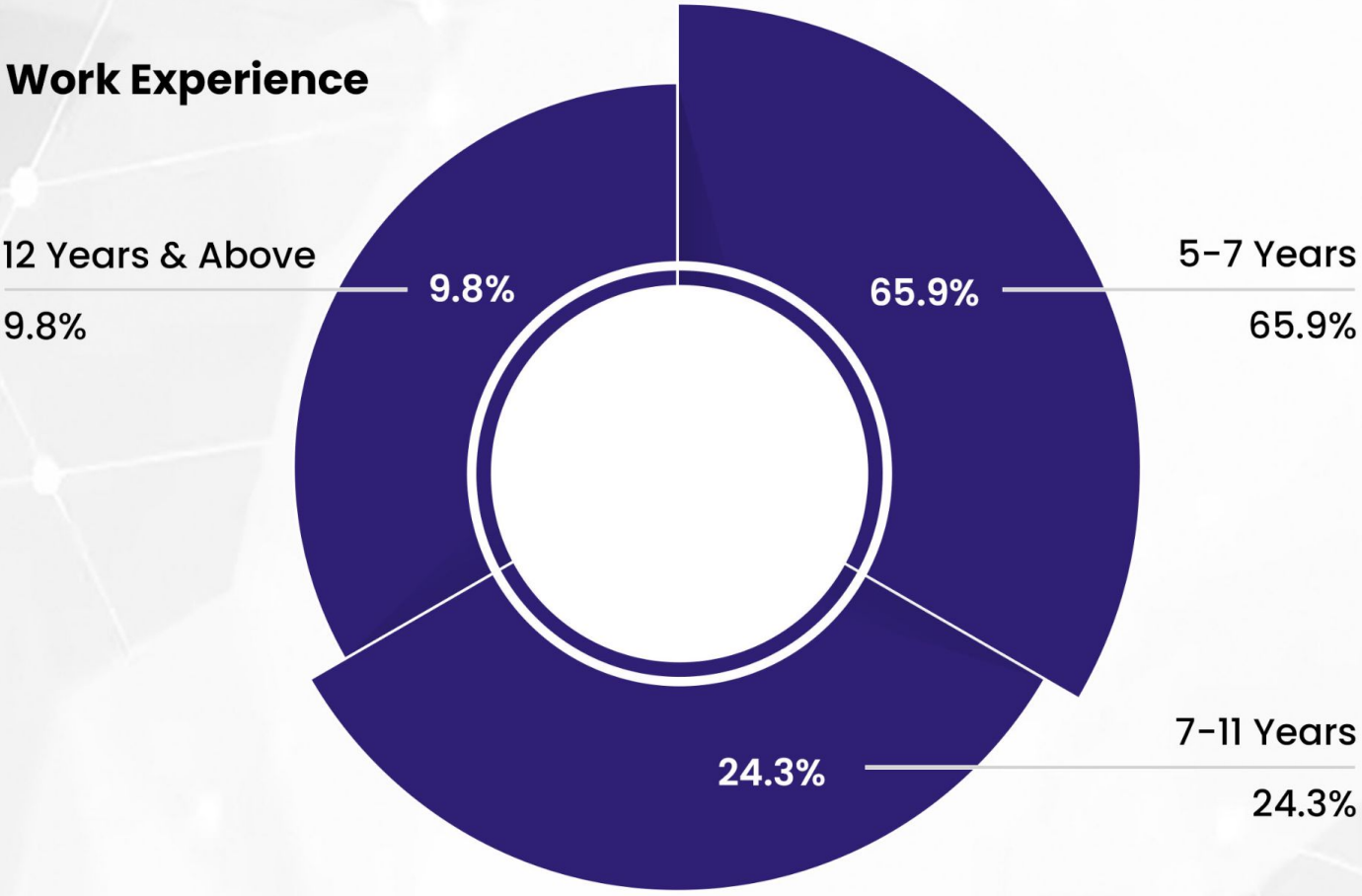
Ms. Apurva Priyadarshini

Country Marketing Manager,
Dufry Group.

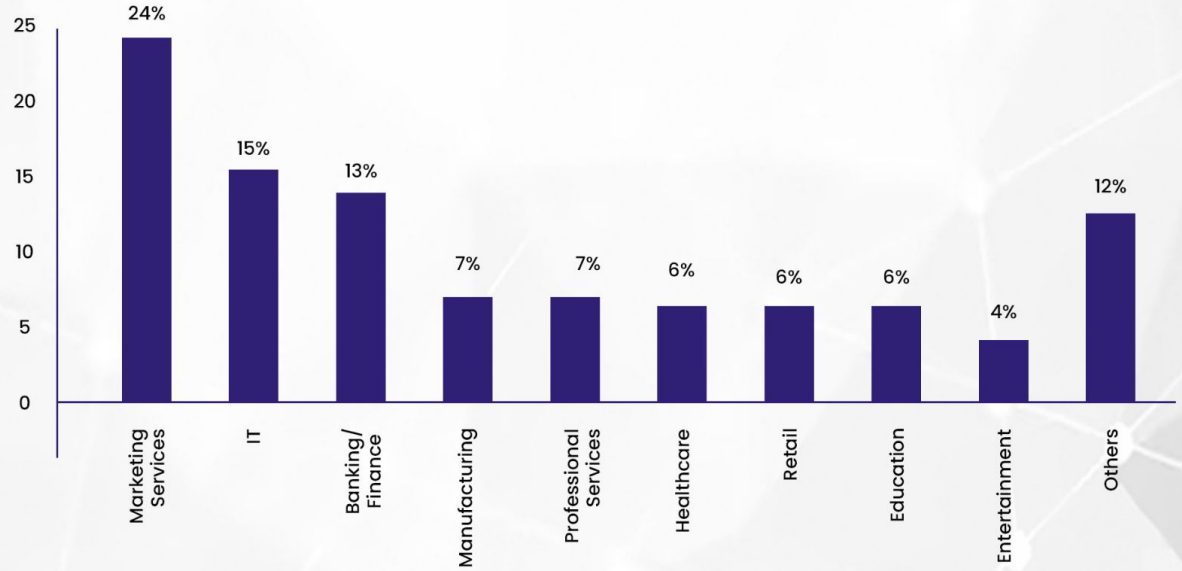
The Marktech and AI-Driven Marketing programme at IIM Indore, through Jaro Education, has been instrumental in my professional growth. It has equipped me with advanced skills in AI-driven marketing strategies, significantly enhancing my expertise. The faculty's knowledge and engaging teaching methods provided an excellent learning experience. Additionally, Jaro Education's support in refining my resume and improving my professional profile. I highly recommend this programme for anyone looking to advance in Marktech and AI.

Recent Batch Analysis

Work Experience

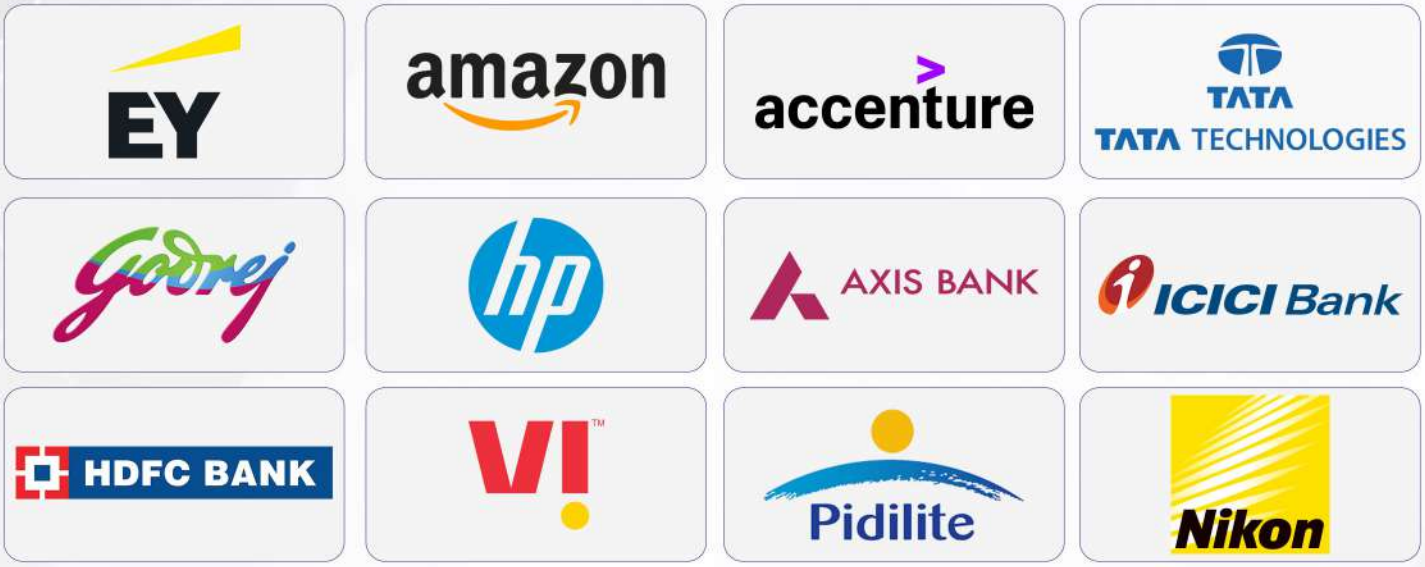


Industry-wise Bifurcation



Recent Batch Analysis

Top Companies



Top Designations

Founder	Head of Product
VP Client Partnerships	Associate Vice President & Sales Head
Head of Marketing (Growth)	Chief Manager- Channel Marketing

Note:-

- Past performance records do not guarantee any future opportunities.
- All company names are trademarks or registered trademarks of their respective holders. Use of them does not imply any affiliation with or endorsement by them.
- This only indicates the organizations where participants were employed.
- The list is partial.

Celebrating Excellence:
A Glimpse into the Valedictory Function













IIM Indore at a Glance

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Indian Institute of Management Indore

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 recognized 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.



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
The Best ICT Enabled Higher Education Institute Award

Educational Excellence Awards
Most Innovation & Successful online MBA Program in India

MODI Awards
Outstanding Contribution in Online Education

ABP Education Awards
Best Digital Learning Innovation Award

World HRD Congress
National Best Employer Accolade

World HRD Congress
Edtech Leadership Awards

Outlook Business Icon Awards 2023
India's Most Trusted Online Higher Education Company

The Business Awards 2024
Leading Edtech Company of the Year

Jaro Education is an online higher education company that specializes 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 & PhD, 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.



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Get in Touch With Us Right Now!

PROGRAMME EXPERT

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Jaro Education's Presence

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