भारतीय प्रबंध संस्थान कोषिक्कोड
Indian Institute of Management Kozhikode
Globalizing Indian Thought

EQUIS ACCREDITED

ASSOCIATION OF MBAS ACCREDITED

PROFESSIONAL CERTIFICATE PROGRAM IN

A.I POWERED MARKETING ANALYTICS & SALES



₹ 2,45,000 + TAXES

2 YEARS WORK EX REQUIRED*

BATCH 03

BROCHURE

THE GREAT PARADIGM SHIFT

For years, organizations approached marketing, analytics and sales as separate functions. Marketing teams drove awareness, sales teams pursued opportunities, and analysts interpreted performance. Today, those boundaries are rapidly disappearing.

Artificial intelligence is transforming how businesses understand customers, create content, make decisions and drive growth. What once required multiple teams, lengthy processes and manual analysis can increasingly be achieved through connected systems that generate insights, automate execution and optimize performance in real time.

As a result, growth is no longer defined by individual campaigns or isolated channels. It is increasingly determined by how effectively organizations connect customer intelligence, technology, analytics and execution into a unified growth engine.



A.I POWERED GROWTH PROFESSIONAL

As AI reshapes how organizations acquire customers, make decisions and drive growth, traditional functional boundaries are beginning to blur. Marketing, analytics, sales and automation are no longer isolated disciplines. Increasingly, organizations value professionals who can understand customers, leverage technology, interpret data and translate insights into action.

This shift is giving rise to a new professional archetype: the AI-Powered Growth Professional—someone who combines strategic thinking with execution, customer understanding with analytics, and technology with business outcomes.



SKILLS RECRUITERS VALUE

- Strategic Thinking
- AI Fluency
- Data-Driven Decision Making
- Automation Mindset
- Customer-Centricity
- Revenue Orientation

These capabilities are not developed through theory alone. They are built through application, experimentation and solving real-world business challenges—where knowledge evolves into capability and capability evolves into impact.



A.I POWERED GROWTH STACK

Modern growth is no longer driven by individual tactics. It is powered by connected systems that combine strategy, technology, customer intelligence and execution. The most effective professionals understand not just how to launch campaigns, but how every element of the growth engine works together.



TRANSFORM CUSTOMER, PRODUCT AND CAMPAIGN DATA INTO ACTIONABLE BUSINESS INSIGHTS.

A MODERN GROWTH LEADER NEEDS MORE THAN MARKETING KNOWLEDGE.

They need an integrated system of capabilities spanning customer understanding, digital execution, automation, analytics and revenue growth.



DRIVE STRATEGIC GROWTH THROUGH GTM THINKING, REVENUE INTELLIGENCE AND SALES ENABLEMENT.

WHAT MAKES THIS DIFFERENT?

Most programmes focus on marketing, analytics, AI or sales in isolation. Modern organizations require professionals who can integrate all four to create measurable business impact.

By moving through the stack, professionals develop the ability to build systems, automate processes, interpret data and drive sustainable growth.
The next step is learning how these capabilities are developed—not through observation alone, but through practical application and real-world execution.

PROGRAMME AT A GLANCE

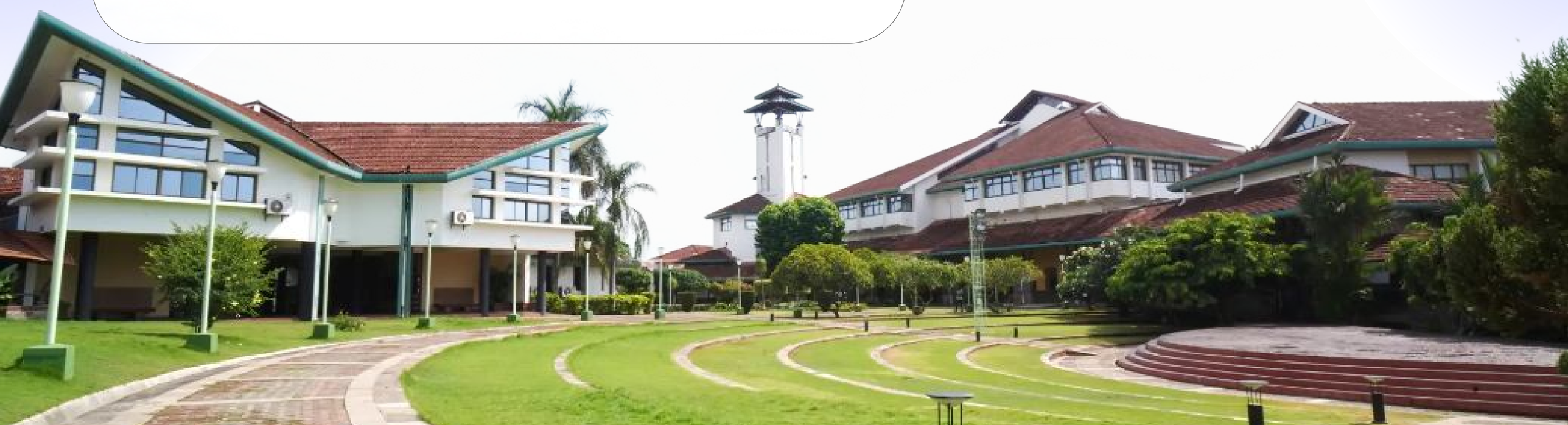
The Professional Certificate Program in AI Powered Marketing, Analytics and Sales is designed for professionals seeking to develop capabilities at the intersection of AI, customer intelligence, digital marketing, analytics and business growth.

WHO SHOULD APPLY?

- Marketing Professionals looking to expand into AI-powered growth roles Sales Professionals seeking a deeper understanding of customer intelligence and revenue growth
- Business Managers responsible for driving performance and business outcomes Entrepreneurs aiming to leverage AI, analytics and automation for growth
- Professionals preparing for increasingly data-driven and technology-enabled business environments

WHAT YOU WILL GAIN

- AI-POWERED GROWTH THINKING
- CUSTOMER & MARKET INTELLIGENCE
- DIGITAL EXECUTION CAPABILITIES
- REVENUE & GROWTH ORIENTATION
- MARKETING AUTOMATION UNDERSTANDING



YOUR GROWTH BLUEPRINT

LEGEND:

F FREE · FM FREEMIUM · FP FREE PREVIEW · FT FREE TRIAL · LF LIMITED FREE · CA CLAUDE ACCESS

MODULE 1: DIGITAL MARKETING FOUNDATIONS (AI-NATIVE + STRATEGY)

- Understanding AI-enabled digital marketing ecosystem and channel landscape
- Owned–Paid–Earned (OPE) media strategy
- Full-funnel marketing framework: awareness, acquisition, activation, retention, referral, revenue
- Omnichannel customer experience strategy
- Platform vs pipeline business models
- Marketplace and aggregator business models
- AI-assisted KPI selection, campaign goal setting, and marketing planning

TOOLS YOU WILL USE: F / CA

Claude · ChatGPT · Gemini · perplexity

WHAT IT IS USED FOR

Strategy ideation, OPE & full-funnel planning, omnichannel and business-model framing; AI-assisted KPI selection, campaign goal-setting and marketing planning; channel-landscape research.



MODULE 2: AI FUNDAMENTALS & PROMPT ENGINEERING & DIGITAL MARKETING RESEARCH

- AI-Powered Market & Consumer Research
  - Competitor analysis, trend discovery
  - Keyword research, search intent analysis
  - Social listening and review mining
- Data Collection & Research Tools
  - Surveys, forms, analytics platforms, third-party data
  - AI-based summarization and structuring



- Model Evaluation & Tool Selection
    - Comparing AI models (cost, quality, speed)
    - Selecting tools for research, analytics, content
- Prompt Engineering Basics, Ethical & Responsible AI Usage
    - Bias, hallucination, privacy
    - Responsible AI in research and decisions

TOOLS YOU WILL USE: F / CA

Claude · ChatGPT · Gemini · perplexity · LMArena · Google Ads KEYWORD PLANNER · Google Trends

WHAT IT IS USED FOR

Competitor & trend discovery, keyword and search-intent analysis, social-listening/review summaries; comparing AI models on cost/quality/speed; hands-on prompt engineering and responsible-AI practice.

MODULE 3: AI-POWERED DESIGN THINKING FOR SAAS PRODUCTS

- Empathize, define, ideate, prototype, and test using AI support
- AI-generated personas, problem statements, JTBD, and value propositions
- Opportunity mapping, concept prioritization, and rapid experimentation
- Prompt-assisted wireframing, messaging, and creative ideation
- Design sprints for campaigns, products, and experience innovation

TOOLS YOU WILL USE: FM / CA

Claude · ChatGPT · Figma + FigJam · miro · Visily / uizard

WHAT IT IS USED FOR

AI-generated personas, problem statements, JTBD and value propositions; AI-assisted idea collection, generation and scoring (Ideanote); opportunity mapping, concept prioritisation; prompt-assisted wireframing and rapid



MODULE 4: AI-POWERED WEBSITE & FUNNEL BUILDING

- Prompt-based website development for marketing pages and microsites
- Landing page architecture for lead generation, conversions, and A/B testing
- Building websites and prototypes using AI-native tools
- UX/UI basics for conversion-oriented design
- Blog, form, CTA, lead magnet, and funnel page setup
- MCP-enabled workflows for AI-assisted build environments

TOOLS YOU WILL USE:

FM / FP / CA

Google Antigravity · Lovable · v0 · bolt.new · Framer · Claude Artifacts

WHAT IT IS USED FOR

Prompt-based website, microsite and landing-page generation; funnel pages, lead magnets, CTAs and A/B-test variants; MCP-enabled AI build workflows.

MODULE 5: AI POWERED DEPLOYMENT, HOSTING & CLOUD STACK

- Domain, hosting, deployment, and publishing workflows
- Static and dynamic site deployment using AI-assisted setup
- Hosting choices for campaign sites, landing pages, and prototypes
- Performance optimization, security basics, and release workflow
- Cloud thinking for marketers: storage, authentication, hosting, and scaling

TOOLS YOU WILL USE:

F / FT

Google Antigravity · Firebase · netlify · Cloudflare Pages · GitHub Pages

WHAT IT IS USED FOR

Domain, hosting, deployment and publishing; static & dynamic site deployment; performance optimisation, security basics and release workflow.

MODULE 6: DATABASE, BACKEND & DATA CAPTURE SYSTEMS

- Database basics for marketers: customer data, leads, events, and campaign records
- Real-time backend concepts and marketing data storage
- Forms, events, user attributes, and conversion data capture
- API basics, webhooks, and backend integrations for marketing automation
- No-code/low-code backend setup for AI-enabled applications

TOOLS YOU WILL USE:

FM

Firebase Google Sheets + Google Forms

supabase Airtable n8n

WHAT IT IS USED FOR

Customer / lead / event / campaign data storage; forms and conversion-data capture; APIs, webhooks and no-code/low-code backend for AI-enabled apps.

MODULE 7: AI SEO, SEM & SEARCH STRATEGY

- AI-Powered SEO Strategy
- AI-assisted keyword research, topic clusters, and content briefs
- Search intent mapping and SERP-driven content planning
- On-page SEO: metadata, internal linking, and content optimization
- Technical SEO basics: crawlability, indexing, site speed, and schema
- Search Engine Marketing (SEM)
- Paid search fundamentals and keyword bidding strategies
- Campaign structure: campaigns, ad groups, keywords, and match types
- Quality Score, ad rank, and cost optimization
- Google Ads & Performance Marketing
- Search Ads, Display Ads, and YouTube Ads strategy
- AI-assisted ad copy creation and creative optimization
- Audience targeting, remarketing, and segmentation
- Budget allocation, bidding strategies, and campaign optimization





- AI-Driven Optimization & Audits
- AI-assisted SEO audits and performance improvement recommendations
- Campaign performance tracking and optimization using AI insights
- A/B testing for ads, landing pages, and creatives

TOOLS YOU WILL USE:

F / LF / CA

Claude / ChatGPT Google Ads Google Trends

Clarity by Microsoft ahrefs / SEMRUSH

WHAT IT IS USED FOR

AI keyword research, topic clusters and content briefs; on-page & technical SEO; SEM campaign structure and bidding; AI-assisted ad copy, audits and optimisation.

MODULE 8: AI CONTENT MARKETING & STORYTELLING

- Content marketing strategy and planning
- Content calendar design and campaign planning
- Brand storytelling frameworks
- AI-assisted copywriting for blogs, social posts, ad copy, and email sequences
- Video marketing: short-form video strategy (Reels/Shorts)
- YouTube channel growth levers

TOOLS YOU WILL USE:

FM / CA

Claude ChatGPT Gemini Canva Magic Studio

Adobe Firefly ideogram CapCut HeyGen SUNO

descript runway IIElevenLabs Gamma Notion AI

WHAT IT IS USED FOR

AI copywriting for blogs, social, ads and email; content calendars and brand storytelling; image creatives (Firefly, Ideogram); short-form & avatar video (CapCut, Descript, HeyGen, Runway); AI voiceover (ElevenLabs) and music (Suno); decks (Gamma).

MODULE 9: SOCIAL MEDIA, INFLUENCER & COMMUNITY STRATEGY

- Social platform strategy: LinkedIn, Instagram, YouTube
- Content pillars, channel planning, and creator-led distribution
- Influencer selection, evaluation criteria, and fit analysis
- Measuring influencer ROI and campaign effectiveness
- Community building for engagement and advocacy
- Social listening and sentiment analysis fundamentals
- AI-assisted community management and response generation & Social media Ads via Meta and LinkedIn

TOOLS YOU WILL USE:

FM / F / CA

Claude / ChatGPT · Canva · Meta Business Suite · CAMPAIGN MANAGER · buffer

WHAT IT IS USED FOR

Platform and content-pillar planning; influencer selection, fit and ROI tracking; social listening & sentiment; AI-assisted community management and response generation; Meta & LinkedIn ads.

MODULE 10: EMAIL MARKETING & LIFECYCLE AUTOMATION

- Email list building, segmentation, and funnel design
- Welcome, nurture, drip, retention, and reactivation journeys
- AI-generated subject lines, body copy, and personalization blocks
- Trigger-based email workflows linked to user actions and events
- Deliverability, scheduling, and campaign testing basics

TOOLS YOU WILL USE:

FM / CA

Claude / ChatGPT · n8n / make · mailchimp · mailerlite · Brevo

WHAT IT IS USED FOR

List building, segmentation and funnel design; welcome / nurture / drip / retention journeys; AI subject lines, body copy and personalisation; trigger-based email workflows.

MODULE 11: AI WORKFLOW AUTOMATION FOR MARKETING OPERATIONS

- End-to-end automation across email, social, ads, CRM, sheets, and reporting
- Workflow design with triggers, actions, conditions, and AI decision steps
- Automated content generation, approvals, routing, and publishing
- Lead capture to CRM sync to follow-up to dashboard workflow design
- AI agents for repetitive marketing tasks and internal productivity
- Intro to Google Flow for orchestration-style automation

TOOLS YOU WILL USE:

FM / CA

Claude / Gemini Opal EXPERIMENT zapier

n8n make

WHAT IT IS USED FOR

End-to-end automation across email, social, ads, CRM, sheets and reporting; triggers, actions, conditions and AI decision steps; lead-capture → CRM → follow-up → dashboard flows; AI agents for repetitive tasks.

MODULE 12: DIGITAL ANALYTICS & WEB MEASUREMENT

- Tracking plans, web analytics setup, events, goals, and conversions
- Dashboarding for traffic, sources, sessions, conversions, and funnel drop-offs
- UTM strategy, attribution basics, and campaign measurement
- Digital consumer decision journey (Prof. Geetha)
- Role of social proof and online reviews in digital behavior (Prof. Geetha)
- AI-assisted anomaly spotting and insight generation from dashboards





TOOLS YOU WILL USE:

F / CA

Claude / Gemini Clarity by Microsoft Google Data Studio

Google Analytics Google Tag Manager

WHAT IT IS USED FOR

Tracking plans, events, goals and conversions; dashboards for traffic, sources and funnel drop-offs; UTM strategy and attribution; AI-assisted anomaly spotting and insight generation.

MODULE 13: CONSUMER BEHAVIOR, GROWTH & NEUROMARKETING

- Consumer behavior in digital environments and behavioral triggers
- Growth marketing fundamentals and experimentation thinking
- AARRR funnel: acquisition, activation, retention, referral, revenue
- Growth loops vs funnels
- Conversion Rate Optimization (CRO) fundamentals
- Neuromarketing foundations: attention, emotion, memory, nudges, cognitive bias, and choice architecture
- AI-assisted testing of hooks, creatives, landing page variants, and conversion hypotheses

TOOLS YOU WILL USE:

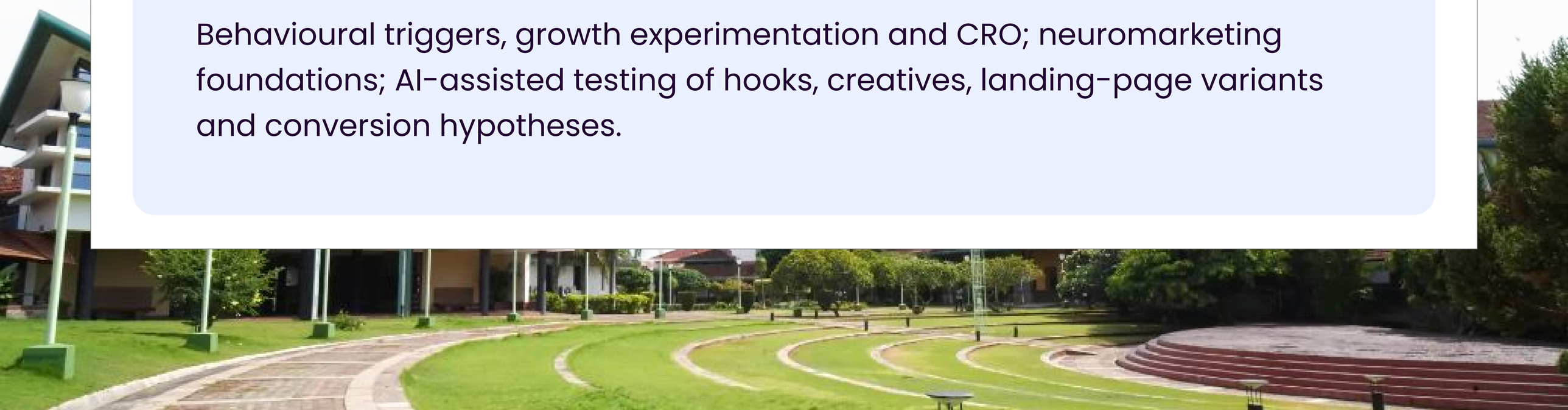
FT / F / CA

Claude / ChatGPT Clarity by Microsoft VWO

PostHog * TRIAL Optimizely

WHAT IT IS USED FOR

Behavioural triggers, growth experimentation and CRO; neuromarketing foundations; AI-assisted testing of hooks, creatives, landing-page variants and conversion hypotheses.



MODULE 14: CUSTOMER ANALYTICS THROUGH AI AGENTS

- Customer segmentation, personas, cohorts, and behavioral clustering
- CLV, repeat behavior, churn signals, and retention insight generation
- RFM thinking and customer prioritization
- Audience discovery, micro-segmentation, and personalization logic
- AI-supported insight extraction from customer data and feedback

F / LF / CA

TOOLS YOU WILL USE:

colab + Gemini | Julius | Claude ANALYSIS TOOL | Power BI

WHAT IT IS USED FOR

Segmentation, personas, cohorts and behavioural clustering; RFM, CLV, repeat behaviour and churn signals; AI-supported insight extraction from customer data and feedback.

MODULE 15: MARKETING ANALYTICS & CAMPAIGN INTELLIGENCE (AI-ENABLED)

- Campaign performance analysis, ROI, CAC, ROAS, and budget effectiveness
- Attribution thinking, channel contribution, and reporting logic
- Corporate strategy cascade, business model innovation, and competitive positioning
- Go-to-market (GTM) strategy design and cross-functional alignment
- Revenue architecture: pricing, packaging, monetization, and market expansion
- AI-assisted dashboard summaries and executive-level decision support

F / CA

TOOLS YOU WILL USE:

Google Data Studio | Power BI | Claude | Julius

Google Sheets + Gemini

WHAT IT IS USED FOR

Segmentation, personas, cohorts and behavioural clustering; RFM, CLV, repeat behaviour and churn signals; AI-supported insight extraction from customer data and feedback.

MODULE 16: AI POWERED PRODUCT ANALYTICS

- Product usage metrics, events, funnels, retention, and feature adoption
- User journey mapping, activation metrics, and drop-off analysis
- Cohort retention and behavioral path analysis
- AI-assisted product insight generation and hypothesis creation
- Linking product analytics to marketing, growth, and lifecycle decisions

TOOLS YOU WILL USE:

FM / F / CA

colab + Gemini Claude PostHog

mixpanel / Amplitude

WHAT IT IS USED FOR

Product usage metrics, events, funnels, retention and feature adoption; user-journey and drop-off analysis; cohort & path analysis; AI-assisted product insight and hypothesis creation.

MODULE 17: SALES ANALYTICS, REVENUE ENABLEMENT & GTM (AI ENABLED VS. NON-AI)

- Marketing vs Sales alignment (Marketing)
- Sales strategy and go-to-market linkage
- Sales funnel and pipeline management
- Lead qualification frameworks: BANT / MEDDIC intro
- Sales enablement systems, scripts, and playbooks
- Hybrid/remote sales effectiveness
- Leadership in sales and marketing, data-driven decision culture, and performance governance

- AI-assisted forecasting, lead scoring modelling, prioritization, and sales insight generation

TOOLS YOU WILL USE:

F / LF / CA

Google Sheets + Gemini | Julius / colab

Power BI | Claude / ChatGPT

WHAT IT IS USED FOR

Sales funnel & pipeline management; lead qualification (BANT / MEDDIC); enablement scripts & playbooks; AI-assisted forecasting, lead-scoring models, prioritisation and sales insight.

MODULE 18: ADVANCED AI ECOSYSTEM, MCP, ANALYTICS LAB & CAPSTONE

- Working with multi-model ecosystems and routing models by task
- Open AI gateway usage through Open Router
- Google AI Studio workflows and experimentation
- MCP-based usage through Antigravity for integrated execution environments
- Data analysis in Julius AI and Google Collab with Gemini-assisted coding and interpretation
- Power BI / Tableau storytelling for business decisions

TOOLS YOU WILL USE:

FREE MODELS F / CA

colab + Gemini | Julius | Power BI / tableau

Claude | Gamma | Google Antigravity | Google AI Studio

OpenRouter

WHAT IT IS USED FOR

Multi-model ecosystems and routing by task; OpenRouter gateway; AI Studio experimentation; MCP execution via Antigravity; data analysis in Julius & Colab; BI storytelling; capstone build-deploy-automate-market-analyse and present (Gamma).

*Curriculum may subject to change based on emerging industry trends and academic requirements

CAPSTONE PROJECT

BUILD A WEBSITE/FUNNEL, DEPLOY IT, AUTOMATE WORKFLOWS, MARKET IT, CAPTURE DATA, ANALYZE PERFORMANCE, AND PRESENT RECOMMENDATIONS

PROGRAMME DURATION:

12 MONTHS

120 HOURS

PROGRAMME SCHEDULE:

- Saturday (06:45 pm – 09:45 pm)
- Frequency: 3 Hours per week

FOOTNOTES FOR THE CURRICULUM

Tentative selection — These AI tools are TENTATIVE and indicative only. The AI tooling market changes very rapidly. The faculty reserves the full right to alter, replace, add or drop any tool at the point of delivery, based on the prevailing market, tool availability, pricing changes and the session timeline.

Cost / access — **Every tool listed is either FREE, offers a usable FREE TIER, or is available through the institute's Claude access.** Free-tier limits (message caps, project caps, watermarks) change often — verify current limits on each tool's site before a session.

Claude — Where 'Claude (you have access)' appears, it refers to the Claude access already available to the programme. Claude is used across modules for strategy, research, copywriting, data analysis (Analysis tool) and building quick prototypes (Artifacts).

Verification — Tools and links were re-checked in June 2026 — all are live. Newer 'preview' / 'Labs' tools (Google Antigravity, Google Opal, Julius AI, OpenRouter, v0, Ideanote) were verified individually; Learners are advised to keep a fallback ready as their free-tier limits can change.

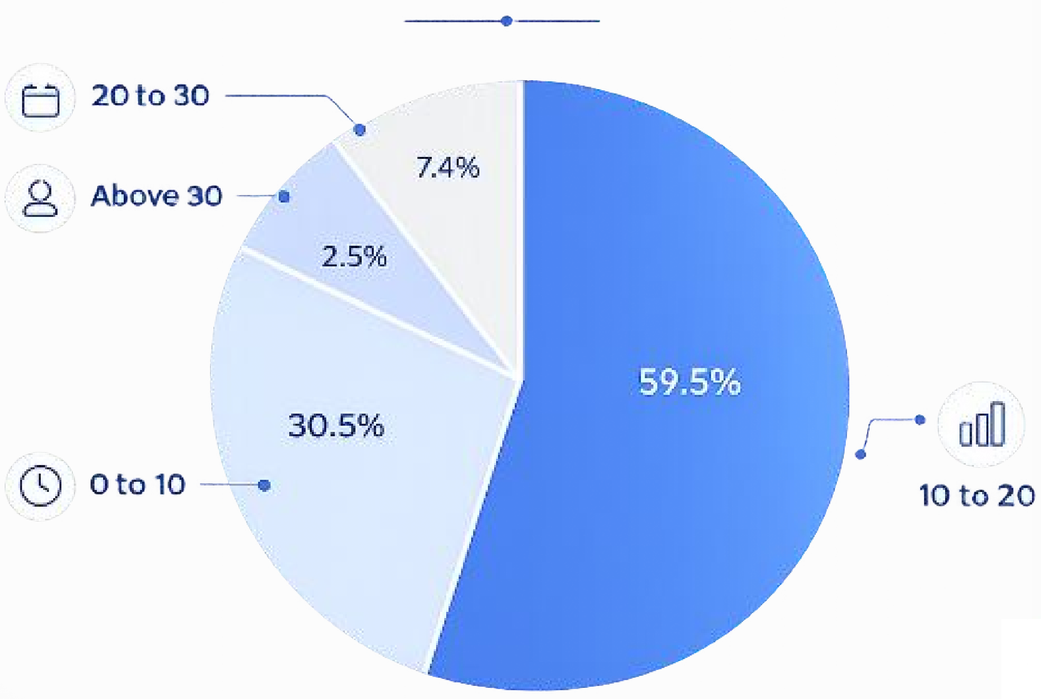
THE POWER OF AN EXECUTIVE CLASSROOM

BEYOND THE CLASSROOM

The most valuable professional relationships are often built through shared learning experiences. Discussions evolve into collaborations. Ideas become opportunities. Connections become long-term professional relationships.

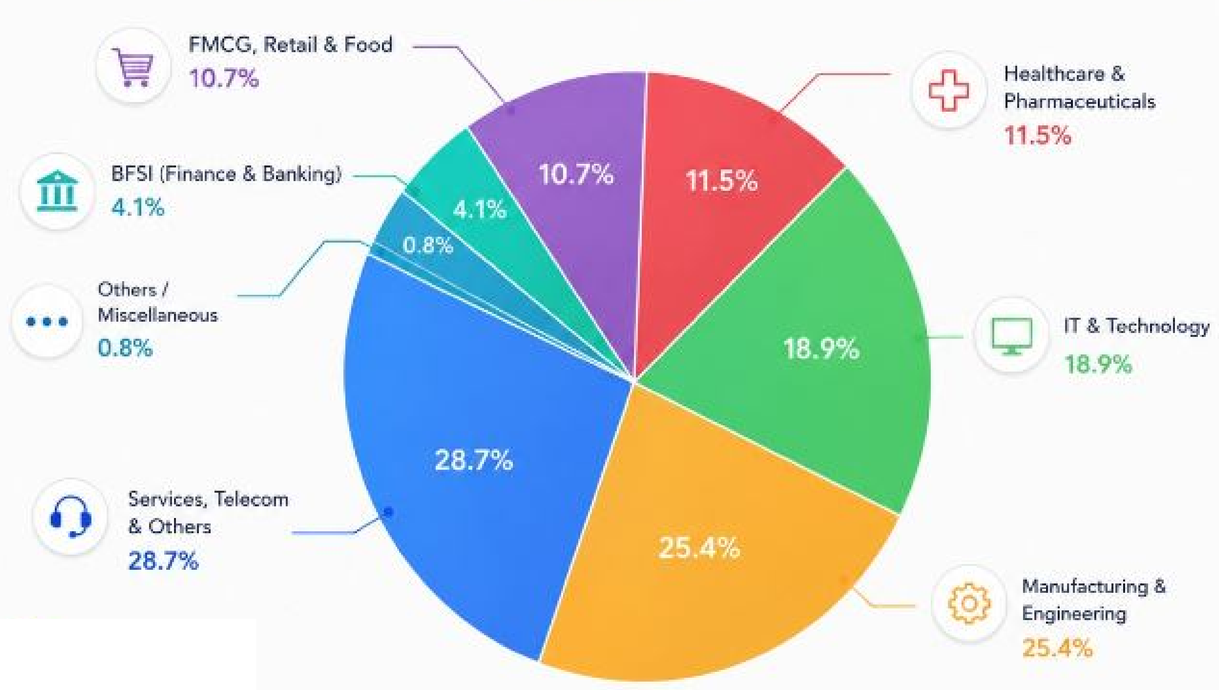
A COMMUNITY OF AMBITIOUS PROFESSIONALS

TOTAL YEARS OF EXPERIENCE
(MAS DATA)



Most professionals in this data set have 10 to 20 years of experience.

DISTRIBUTION BY MAJOR INDUSTRY DOMAINS
(MAS DATA)



Services, Telecom & Others represents the **largest share** of professionals in this data set.



RECOGNITION OF CAPABILITY

A CREDENTIAL THAT REFLECTS COMMITMENT, LEARNING AND PROFESSIONAL GROWTH.



In a business environment shaped by rapid technological change and evolving customer expectations, continuous learning has become an essential leadership capability.

Upon successful completion of the programme, participants will receive a **certificate** from the **Indian Institute of Management Kozhikode**, recognizing their commitment to developing contemporary capabilities across AI-powered marketing, analytics and sales.

NOTE: 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.
All certificate images are for illustrative purposes only and may be subject to change at the discretion of IIM Kozhikode.

CAMPUS IMMERSION

The most valuable professional relationships are often built through shared learning experiences. Discussions evolve into collaborations. Ideas become opportunities. Connections become long-term professional relationships.

2 DAYS

1 CAMPUS MODULES, 2 DAYS

Experience the vibrant academic environment of the Indian Institute of Management Kozhikode through a dedicated campus immersion. Beyond the virtual classroom, this experience offers participants an opportunity to engage with faculty, interact with peers, and become part of the institution's dynamic learning ecosystem.

Note: In-campus modules are charged at ₹10,000/- per participant per day.

PEDAGOGY

PEDAGOGIC TOOLS

Hands-on application using relevant tools and platforms.

LIVE

Live demonstrations and guided exercises

Gain real-world exposure

Case studies and industry examples

Problem-solving activities to bridge theory and practice.

EVALUATION METHODOLOGY

Evaluation methodology is the discretion of the faculty. The methodology includes online exams, case analysis, class contribution 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 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 in the Programme to actual organizational decision scenarios.

The participants will have to secure the minimum pass marks in the respective evaluation components. 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.



GUIDED BY LEADING MINDS IN BUSINESS

PROGRAMME COORDINATORS



Prof. M Geetha

Professor, Marketing Management, IIM Kozhikode

Ph.D Marketing (IIT Madras)

Prof. M.Geetha is an Associate Professor in Marketing Management area at Indian Institute of Management Kozhikode. She obtained her PhD in Marketing from Indian Institute of Technology Madras. Her research and teaching interests include Consumer Behavior, Retailing and Branding. She has published in major international journals like European Journal of Marketing, Journal of Retailing and Consumer Services, Tourism Management etc.



Dr Sreejesh S

Associate Professor, Marketing Management, IIM Kozhikode

Ph.D, M.Phil., MBA, MA (Economics)

Dr. Sreejesh S is currently working as Assistant Professor of Marketing Management Area at Indian Institute of Management Kozhikode, Kerala, India. His main research interests include brand management, services marketing, online marketing & advertising. His publications have appeared in the leading journals of marketing, such as European Journal of Marketing, Industrial Marketing Management, Computers in Human Behavior, Journal of Travel and Tourism Marketing, Marketing Intelligence and Planning, International Journal of Contemporary Hospitality Management, Internet Research, etc. In addition to the chapter contributions in books and case study developments, he has also authored books of international repute with Pearson India and Springer International.

YOUR NEXT STEP

INVEST IN CAPABILITIES THAT WILL SHAPE HOW BUSINESSES GROW IN AN AI-POWERED FUTURE.

WHO CAN APPLY (ELIGIBILITY CRITERIA)

For Indian Participants - Graduates (10+2+3) or Diploma Holders (only 10+2+3) from a recognized university (UGC/AICTE/DEC/AIU/State Government) in any discipline.

Diploma Holders (10+3) will be considered on a case-to-case basis subject to having a minimum of 10 Years of work experience in a supervisory role at the time of applying for this programme.

For International Participants - Graduation or equivalent degree from any recognized University or Institution in their respective country.

Minimum of **2 years overall experience in Marketing & Sales function** or at **least 5 years of work experience in business enterprises in a managerial position.**

PROGRAMME FEE

₹ 2,45,000*

* Taxes will be additional as applicable

IMPORTANT DATES

Last date to apply	REFER WEBSITE
Orientation Date	10-Jan-27
Programme End Date	Jan -28

INSTALMENT SCHEDULE

REGISTRATION	I INSTALMENT	II INSTALMENT	III INSTALMENT	IV INSTALMENT	V INSTALMENT
TO BE PAID AT THE TIME OF REGISTRATION	WITHIN ONE WEEK OF OFFER ROLLOUT	06 FEB-27	06 APR-27	06 JUN-27	06 AUG-27
₹8000	₹37000	₹50000	₹50000	₹50000	₹50000



APPLY NOW

ABOUT IIMK

The fifth IIM to be established by Govt. of India in 1996, IIMK started its academic journey in 1997 with its flagship Postgraduate Program (PGP). The Institute 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 (PhD), 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 in addition to the Executive Education Post Graduate Programme (EPGP-IL) it has been successfully running for the past two decades from the main campus. IIMK also has the unique distinction of launching a PhD (Practice Track) programme for working professionals besides bringing in new dynamic courses like 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, the Indian Business Museum and other Centres of Excellences encompassing diverse areas. IIMK is ranked 3rd as per NIRF India Rankings 2025: Management. A feat it has achieved successively for the past three years (2023,2024,2025). In 2025, M Kozhikode also initiated a path-breaking four-year, full-time undergraduate programme, the Bachelor of Management Studies (Honours with Research). The institute also made its global debut for its flagship MBA and EMBA programme in the 2020/21 QS World University Rankings at 101+. In 2023, IIM Kozhikode also broke into Top-100 in Financial Times Ranking for Masters in Management (MBA) and gained 9 spots in 2024 to reach global #68. The Institute also attained global rank #70 in the FT Open Enrolment Programme for 2024 and climbed to its best showing #65 globally in the recently released FT Global MBA Rankings 2026. The Institute is globally accredited by EQUIS (EFMD) and AMBA (UK) and is on track for a triple crown accreditation.

