



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

Fast track
mode

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

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

Programme by IIM Kozhikode

Batch 03

**DIGITAL
MARKETING**

Marketing Partner

jaro education

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.



Surging Demand Fuels Rapid Growth in Digital Marketing



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%.



“Digital Marketing Specialist” role is among the top 10 most in-demand jobs, with 8,60,000 job openings.



Global internet advertising revenue is projected to grow at an impressive 9.1% CAGR, reaching US\$723.6 billion by 2026.



In India, Senior Manager Digital Marketing salaries range from INR 6.5 Lakhs to INR 33.0 Lakhs annually, averaging INR 18.4 Lakhs, based on 532 recent salaries.



From the Director's Desk



Businesses today have undergone a complete transition from how they operated a decade ago. It is thus imperative for professionals, industry leaders, business owners, and aspiring entrepreneurs of both present and future generations to expand their knowledge across domains and proactively make decisions to become effective leaders.

The programmes at IIM Kozhikode, designed by world-class faculty with 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 abilities. Our growing global footprint, acknowledged and accredited by leading institutions worldwide, is a testimony to the growth we have achieved in our 28-year journey of academic excellence.

At this juncture, it is also pertinent to emphasize that both the future and the past are integral to the path taken by an institution on the journey of excellence. Having a broad, far-seeing vision is not an indulgence but a necessity to give meaning to our present and to provide this Institution with a sense of purpose, direction, and imagination. That is why we have chosen to envision 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 motto mentioned above. The sheer scale, scope, and potential impact that India will have on 21st-century business make us believe that this aspiration is legitimate. We welcome you to explore this opportunity to 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 programme 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



Certificate of completion
from IIM Kozhikode



Live project ensures
holistic learning



Complete digital
immersion



360-degree approach in
marketing to digital
consumers



Faculties from academia and
industry with immense
experience



Leveraging immersive
tools and technologies
in the growing digital
landscape



Unique proven pedagogies
specifically developed for
digital marketing courses



DIGITAL MARKETING

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.

Leverage 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.

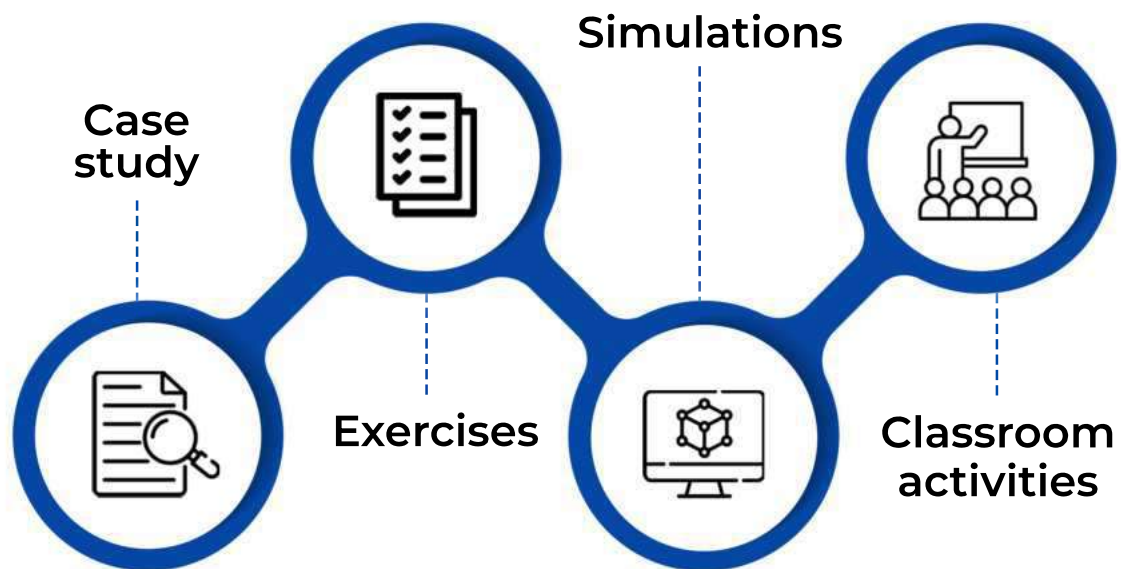


Programme Content

- ▶ 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 at the discretion of IIM Kozhikode's faculty.

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

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

1

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

2

Improving Lead
Generation at Eureka
Forbes Using Machine
Learning Algorithms

3

Retention Modeling
at Scholastic
Travel Company

4



Programme Details

Duration	• 6-8 months with two days in-campus
Learning Hours	• 120 hours of learning
Mode of Engagement	• Direct to Device

Interactive Campus Immersion at IIM Kozhikode*

*The in-campus modules are mandatory.

Schedule

Session Timings	• Saturday and Wednesday, 7.00 pm to 10.00 pm
Application Closure Date	• Closing Soon
Technical Orientation Date	• 23 rd November 2024
Commencement Date	• 27 th November 2024



Admission Criteria

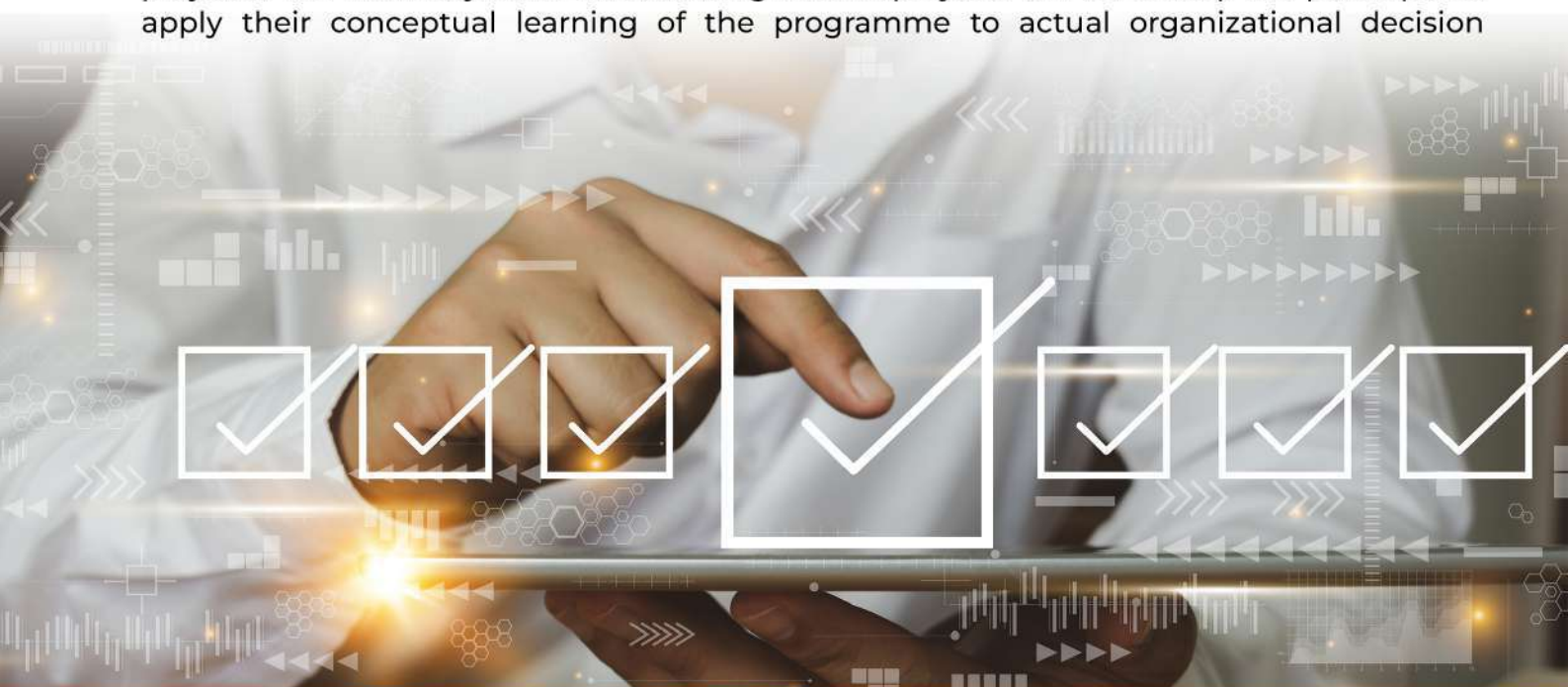
- Selections will be based on a detailed profile of the candidates, which should include their academic record, profile, designation, salary, roles, responsibilities, and job description.
- Applicants should submit a write-up on their 'Expectations from the Programme.' Applications without the write-up will not be accepted.

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 02 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



Fees & Instalment Pattern

FEE STRUCTURE

Application Fees	INR 2,000/- + GST
Total Fees (excluding Application fees)	INR 1,80,000/- + GST

INSTALMENT PATTERN

Particulars	Instalment Amount	
Booking Amount	INR 70,000/- + GST	As mentioned in the offer letter
Instalment 1	INR 60,000/- + GST	15 th January 2025
Instalment 2	INR 50,000/- + GST	15 th April 2025

Certificate



- 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.'



Programme Chair

PROF. DHARUN KASILINGAM

Assistant Professor,
Marketing Management,
IIM Kozhikode

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. SATISH KRISHNAN

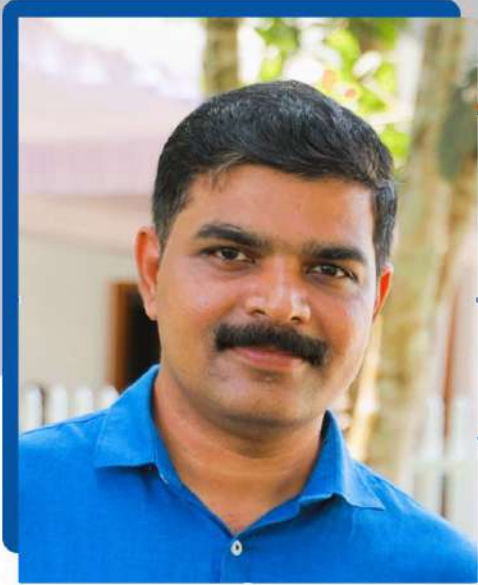
Professor,
Information Systems,
IIM Kozhikode

Satish Krishnan received his Ph.D. in Information Systems from the National University of Singapore. He is a Professor of Information Systems at the Indian Institute of Management (IIM) Kozhikode. His research interests include IT resistance, fake news and disinformation, the gender gap, e-government, e-business, virtual social networks, technostress, cyberloafing, and cyberbullying.

He has published in leading journals, such as the Journal of Applied Psychology, Organizational Behavior and Human Decision Processes, Journal of Business Ethics, Information and Management, International Journal of Information Management, Journal of the Association for Information Science and Technology, Annals of Tourism Research, International Journal of Hospitality Management, Communications of the Association for Information Systems, Computers in Human Behavior, Information Systems Frontiers, Scandinavian Journal of Information Systems, Technological Forecasting and Social Change, Journal of Retailing and Consumer Services, Human Resource Development Review, Journal of Global Information Technology Management, Journal of Destination Marketing & Management, and e-Service Journal.

He is on the editorial boards of various journals, such as Internet Research, Technological Forecasting and Social Change, Information Systems Frontiers, International Journal of Information Management, and Computers in Human Behavior. He also serves at conferences such as PACIS and ICIS as Track Chair, Panel and Workshop Chair, Review Coordinator, or Associate Editor. He won the Outstanding Associate Editor Award at ICIS 2017, ICIS 2019, and ICIS 2022, the Best Reviewer Award at PACIS 2022, and the Best Paper awards at the twentieth AIMS International Conference on Management and the International Conference on Management and Information Systems (ICMIS-23).

Recognizing his substantial contributions to management research, the Association of Indian Management Scholars awarded him the 2022 Outstanding Young Management Researcher Award.



PROF. SREEJESH S.

Associate Professor,
Marketing Management,
IIM Kozhikode

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 Indian Institute of Management Kozhikode



NIRF India Rankings,
(Management) 2024



70th in Global Rank,
Financial Times Open
Enrolment Rankings
2024



151+ Global,
QS World University
Rankings 2024

Started in 1997 with its Post Graduate Programme (PGP), the Indian Institute of Management Kozhikode (IIMK) is on a high growth trajectory today, offering a wide range of academic programmes in the field of management education. These include: Fellow 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 also has the unique distinction of launching a PhD (Practice Track) programme for working professionals besides bringing in new dynamic programmes such as the 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 (Laboratory for Innovation, Venturing, and Entrepreneurship), a first-of-its-kind startup incubation programme and the Indian Business Museum.

IIMK is ranked 3rd as per NIRF India Rankings 2024: Management. The institute also features regularly among top global institutes for its flagship Master of Business Administration (PGP) and Executive Master of Business Administration Programme (EPGP) in the QS World University Rankings. The institute has leapfrogged 100 spots to be placed in the Top 151-200 Institutes in Business & Management Studies globally, and 16+ Asia-Pacific region in the QS World University Rankings 2024. IIM Kozhikode is globally accredited by EQUIS (EFMD) and AMBA (UK).

IIM Kozhikode also made its debut in the prestigious Financial Times Rankings in 2023 and was recently ranked #70 among the top-80 open-enrolment executive program providers globally for the year 2024. The feat has further consolidated the 28-year IIM's footing in an exclusive list of the foremost providers of executive education in the world. The institute had also entered in global top-100 at Rank #77 for FT Masters in Management (MIM) 2023 Rankings, for its full-time MBA programme. IIM Kozhikode has successfully delivered close to 1300 MDP programmes over the past two decades, training more than 41,000 participants from 150+ organizations, which also includes several Fortune 500 companies in the process.



Career Assistance by Jaro Education



Profile Building

Rigorously building the candidates' profiles and scrutinizing their resumes, in addition to their LinkedIn profiles. Jaro Education enables personalised feedback to boost overall virtual presence.



Resume Review

Moving forward with carefully curated resume reviews ensures that you are interview-ready for the workplace of tomorrow.



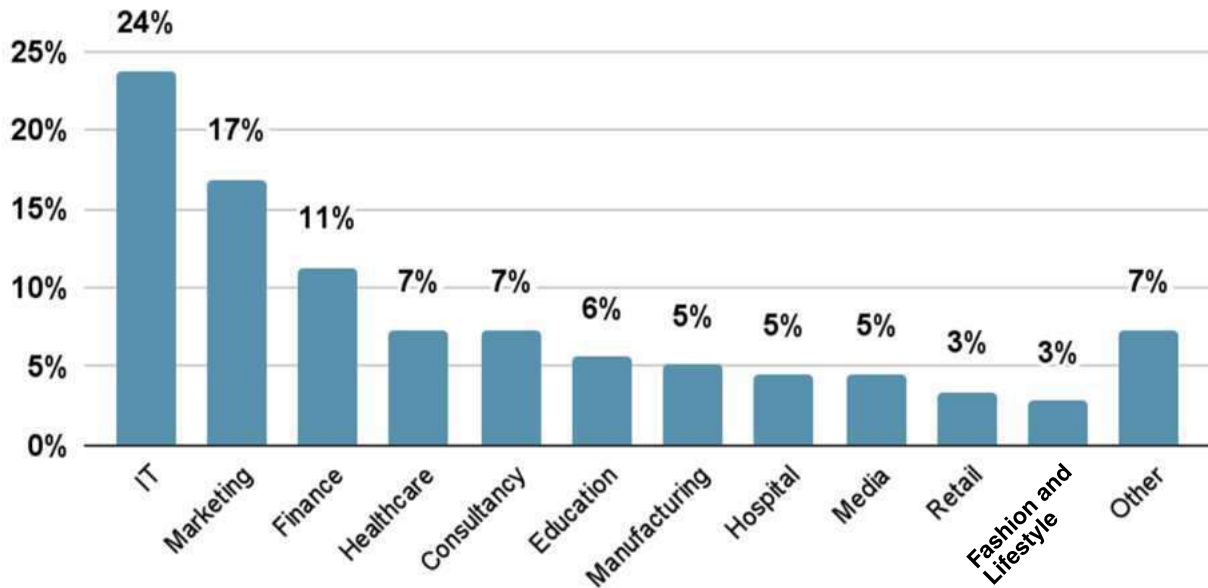
Career Enhancement Sessions

Bridging connectivity to link the best talent with organizations through eminent sessions from top-class industry speakers.

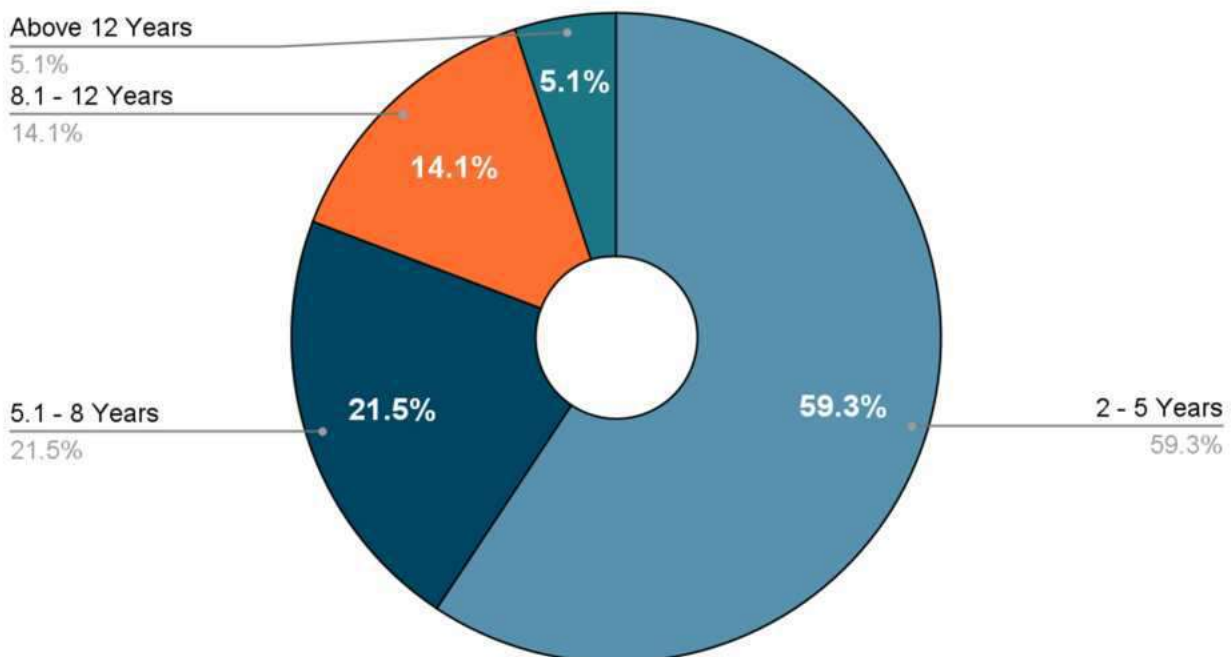
Note:- IIM Kozhikode or Jaro Education do not guarantee or promise you a job or advancement in your existing position. Career services are simply provided as a service to help you manage your career in a proactive manner. Jaro Education provides the career services described here. IIM Kozhikode is not involved in any way with the career services described above and offers no commitments.

CAREER

Industry Profile of Professionals



Past Experience of Professionals



Note:- The highlighted demographics are representative of Batch 01 and Batch 02 of IIM Kozhikode's PCPDMPC.

Top Companies

Infosys

amazon

IBM

Reliance
RETAIL

accenture

cognizant

ICICI Bank

wipro

TITAN
COMPANY

AstraZeneca

APOLLO
HOMECARE
—We are your family—

Top Designations

Managing Director
/Partner

AVP - Marketing

Business Head &
Creative Head

Marketing Manager

Brand Manager

Digital Marketing
Associate

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.
- The list is partial.

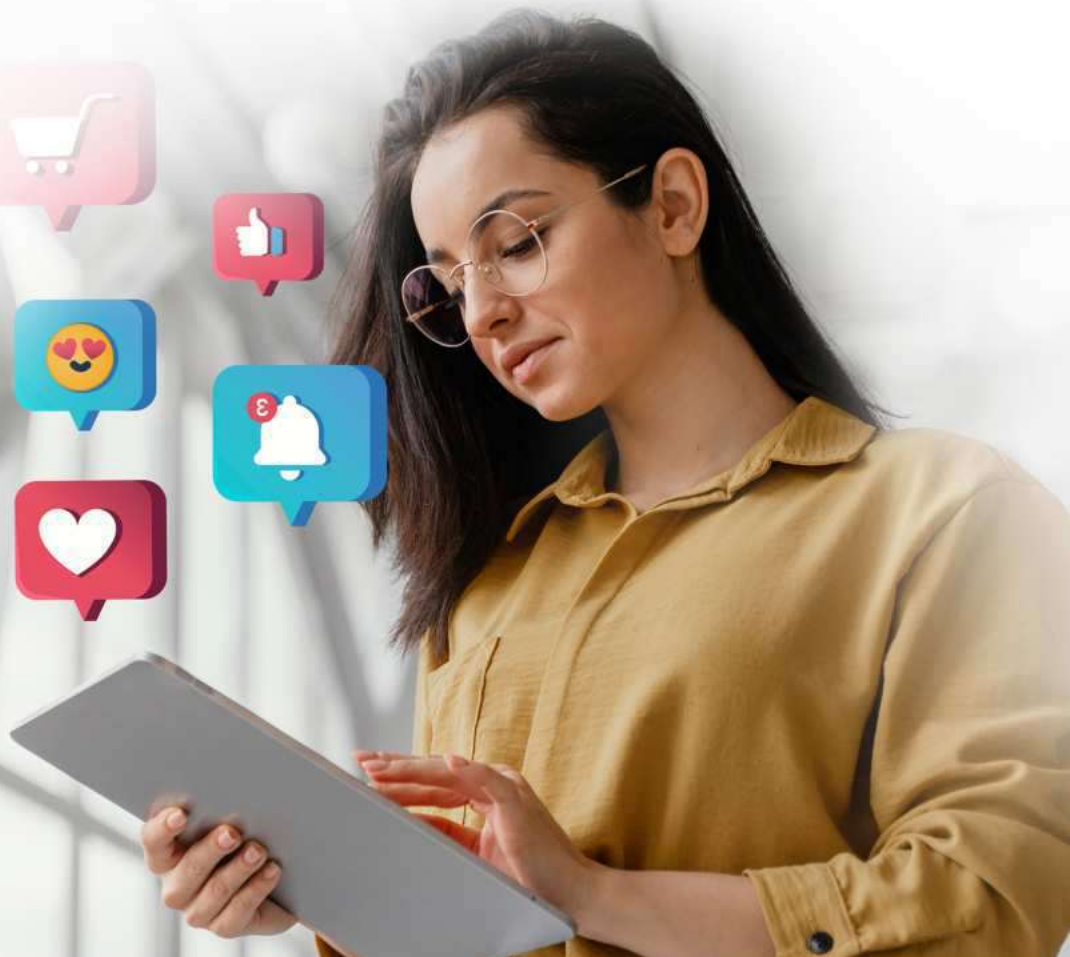
Hear from the Alumni

“The trigger for joining this Digital Marketing for Performance and Growth programme was my belief in continuous learning and my desire to delve deeply into digital marketing. This programme complements my career aspirations by providing expertise in overall marketing and better opportunities. Three specific features that significantly impacted my career were the interactive classes, real-life examples, and group activities. I would recommend this programme to aspiring participants because of the brilliant professors and the interactive learning environment at IIM Kozhikode. My experience with Jaro Education has been positive, and I appreciate their technology partnership.”



MS. SHIPRA MISHRA

Senior Executive Marketing,
GOIP Global Services Pvt. Ltd.



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



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 specialises 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 & Ph.D., 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.

Schedule a call with our admission representative today


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Jaro Education Programme Expert

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Jaro Education's Presence

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Hyderabad | Jaipur | Kolkata | Mumbai | Nagpur | Pune