



भारतीय प्रबंध संस्थान कोषिकोड  
Indian Institute of Management Kozhikode  
*Globalizing Indian Thought*

Batch

05

# Lead Digital Strategy in **AI-infused Ecosystem**

Professional Certificate Programme in  
**AI-Powered Digital Marketing for  
Performance & Growth**

Programme by IIM Kozhikode



Marketing Partner

jaro education

## 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 30-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's Professional Certificate Programme in AI-Powered Digital Marketing for Performance & Growth.

*Wishing you all the very best!*



**Prof. Debashis Chatterjee**

Director,  
IIM Kozhikode



## Outlook: Indian & Global: Performance Marketing Growth

“

- India's ad market is projected to grow by ~7% in 2025 to reach INR 1,64,137 crore (~ US\$ 20 billion+), with digital ad spend accounting for ~60 % of total ad spend.

[The Economic Times](#)

- Digital advertising grew ~20 % YoY in India to ~INR 49,000 crore in FY 2025, now accounting for ~44 % of total ad spend.

[Ipsos](#)

- Social-media & creator/short-video formats: social media's share rose to ~40-45% of digital ad spend in India; YouTube share ~20-22%.

[CRISIL](#)

- Social-media advertising market projected in India to reach US\$ 1.76 billion in 2025; expected CAGR ~10.9% to US\$ 2.95 billion by 2030.

[Statista](#)

- The global advertising market is forecast to grow ~5.9% in 2025; algorithmically enabled ad spend (programmatic/AI) expected to hit ~59.5% of total ad spend in 2024, rising toward ~79% by 2027.

[Media-Avatar INDIA](#)

- Digital ad spend globally is expected to surpass US\$ 740 billion in 2025, with mobile accounting for over 72% of total digital ad dollars; programmatic display ad spend ~89% of all digital display.

[SQ Magazine](#)

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## Challenges and Opportunities in AI-Driven Performance Marketing

Aspect	Challenges	Opportunities
Data Quality	Organizations struggle with data fragmentation and lack of integration, hindering AI model effectiveness.	Implementing robust data governance and integration strategies can enhance AI model accuracy and performance.
Talent Shortage	There's a significant gap in skilled professionals who can bridge the gap between AI technology and marketing strategies.	Investing in AI training and development programs can cultivate a skilled workforce adept at leveraging AI in marketing.
ROI Measurement	Difficulty in quantifying the return on investment for AI initiatives leads to challenges in securing further investments.	Developing clear metrics and KPIs for AI projects can demonstrate value and attract continued investment.
Ethical Concerns	Issues related to data privacy, algorithmic bias, and transparency pose risks to brand reputation and compliance.	Establishing ethical AI frameworks and adhering to regulations can build trust and ensure compliance.
Adoption Resistance	Organizational inertia and resistance to change impede the integration of AI into marketing operations.	Fostering a culture of innovation and providing leadership support can accelerate AI adoption and transformation.

# Career Trajectory for a Digital Marketing Professional

Roles	Core Skills & Focus	Industry Insight / Impact
<b>Career Stage: Year 1–2: Entry-Level</b>		
Digital Marketing Associate, Performance Marketing Executive, SEO/SEM Analyst, Social Media Specialist	Digital consumer behavior, journey mapping, AI-powered content & campaign execution, social & influencer engagement	AI enhances efficiency; human + AI approach drives best campaign performance (Medium)
<b>Career Stage: Year 3–5: Mid-Level</b>		
Performance Marketing Manager, Growth Marketing Manager, SEO/SEM Strategist, AI Marketing Analyst	AI-enabled campaign strategy, predictive analytics, CRO, programmatic advertising, social commerce, ORM	AI automates repetitive tasks, freeing professionals for creative & strategic work (MarketPro)
<b>Career Stage: Year 5–8: Senior-Level</b>		
Head of Digital Marketing, AI Marketing Strategist, MarTech Lead, Growth Hacker	End-to-end strategy, AI personalization, marketing automation, MarTech optimization, KPI & ROI frameworks	Majority of marketers report measurable ROI from AI: personalization, efficiency, cost reduction (TechRadar)
<b>Career Stage: Year 8–10+: Executive-Level</b>		
CMO, VP – Digital Marketing & Growth, Director – AI & Marketing Innovation, Global Marketing Strategy Lead	Enterprise-wide digital transformation, generative AI & VR/AR campaigns, scaling AI globally, revenue growth & brand leadership	Only 5% of global companies achieve measurable AI value; leadership engagement & upskilling are key (Business Insider)

## Programme Overview

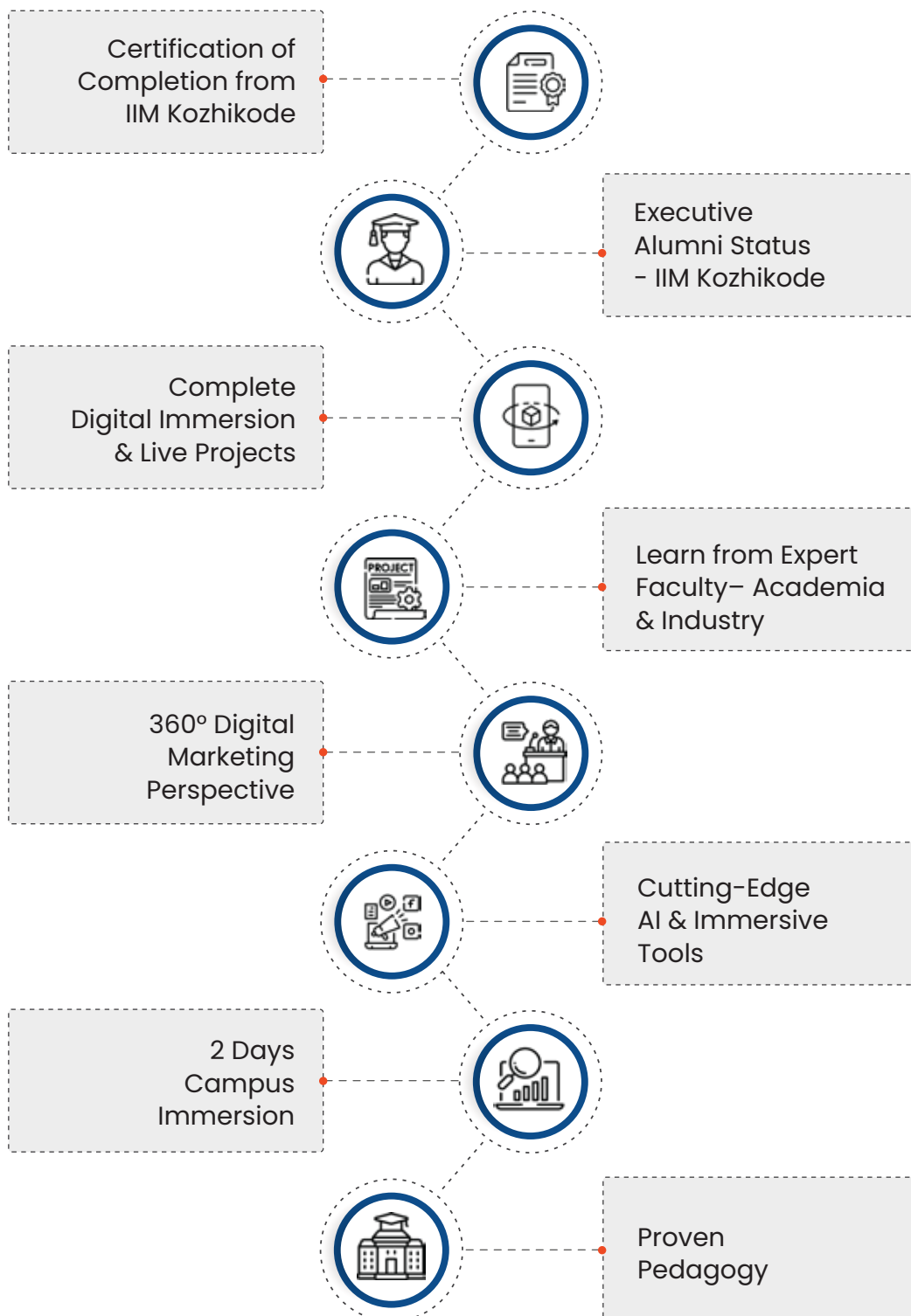
In an era defined by digital transformation, marketing success hinges on the strategic integration of Artificial Intelligence, advanced analytics, and performance-driven decision-making. This elite programme empowers professionals to design, execute, and optimize AI-powered marketing campaigns that deliver measurable business impact.

Participants will gain a holistic mastery of the digital ecosystem, from understanding consumer journeys to leveraging generative AI, predictive analytics, and immersive platforms such as the Metaverse. Through hands-on real-world case studies and strategic simulations, learners acquire the expertise to translate data-driven insights into actionable growth strategies, ensuring they lead with confidence in a fast-evolving digital landscape.

Programme Overview



## Programme Highlights



# Programme Highlights

### IIM Kozhikode Executive Alumni status benefits:

- Eligible to receive Publications and Newsletters of IIMK periodically.
- Online access login details to Kasebook (Online Alumni Portal).
- Availing MDC/Guest Rooms at prevailing rates subject to availability.





## Learning Outcomes

- Gain a 360° view of the digital world for consumers and businesses
- Apply performance marketing principles using AI tools
- Track and measure campaign success with key metrics
- Build and manage high-impact marketing campaigns
- Use data-driven insights to spot growth opportunities
- Analyze campaign metrics and optimize for ROI
- Leverage social media for brand building and engagement
- Stay ahead by identifying emerging trends in digital marketing
- Harness automation, analytics, and AI-driven workflows
- Apply concepts through a real-world live project to emphasize practical learning

Learning Outcomes



# Programme Content

## Module 1: Digital Marketing Fundamentals

- Digital Consumer Behavior & Journey Mapping
- Marketing Ethics & Compliance (GDPR/CCPA)
- Performance Marketing Principles & Key Metrics

## Module 2: AI-Driven Content Marketing

- Content velocity strategies
- AI-assisted content production and Engagement Strategies
- AI Tools for Content Optimization (Jasper/Suru)
- Multi-format content repurposing

## Module 3: Advanced SEO & SEM

- Advanced Technical SEO
- Semantic Search Optimization
- SGE (Search Generative Experience) preparation
- Voice Search Optimization
- AI-Driven Keyword Research and Content Optimization
- Conversion Rate Optimization (CRO) Strategies

## Module 4: Enhanced Performance Advertising

- Advanced PPC Campaign Structures
- Programmatic Advertising (Introduction to DSPs)
- Budget Management & Real-Time Decision Making
- ROI/Performance Marketing: Measuring Success
- Case Studies: Successes & Learnings

## Module 5: Social Media, Influencer Marketing & ORM

- Growth Strategies with Short-Form Video Content
- Influencer Marketing Ecosystem
- Social Commerce Strategy Optimization
- Social Listening and Analytics Tools
- Online Reputation Management (ORM): Strategies & Execution

## Module 6: Growth Hacking Techniques

- ARRR Framework & Growth Metrics
- Cohort Analysis & Impact Assessment
- Viral Marketing Strategies and Mechanics

## Module 7: Strategy in Digital Marketing

- Development of Effective Marketing Strategies
- Digital Branding Strategy and Brand Positioning
- Competitive Analysis and Market Positioning

## Module 8: AI Tools & Creative Applications

- Prompt Engineering for Marketers
- Practical Workshops on AI Tools (ChatGPT, Midjourney)
- Generative AI for Visual and Video Content
- AI-Based Email Campaign Strategies

## Module 9: Analytics & Attribution

- Google Analytics Basics: Setup, configurations, and fundamental reporting
- Advanced Analytics for Marketers: Custom dimensions, event tracking, and funnel analysis
- Attribution Models: Comparing first-click, last-click, linear, time decay, and position-based models
- AI for predictive insights
- Advanced Customer Segmentation with AI

## Module 10: Leveraging MarTech

- Latest Trends in Marketing Technologies
- Case Studies on Effective MarTech Implementations

## Module 11: Marketing Automation & CRM

- HubSpot Tool Training & Workflow Design
- Customer Journey Mapping & Lead Scoring
- Real-World Application Workshops
- End-to-End Marketing Automation Strategies

## Module 12: Using the Metaverse for Marketing

- Performance Marketing Strategies in the Metaverse
- User Engagement Techniques in Immersive Environments
- Performance Marketing Strategies in the Metaverse
- Understanding the Metaverse: Platforms like Decentraland and Roblox
- Branding Strategies in VR/AR: Creating immersive brand experiences
- Case Studies of Successful Metaverse Campaigns: Lessons learned from pioneering brands

## Module 13: Recent Developments in Digital & Global Outlook

- Current Trends in Digital Marketing
- Globalization and its Impact on Marketing Strategies

## Capstone Project & Simulation

- Current Trends in Digital Marketing
- Globalization and its Impact on Marketing Strategies

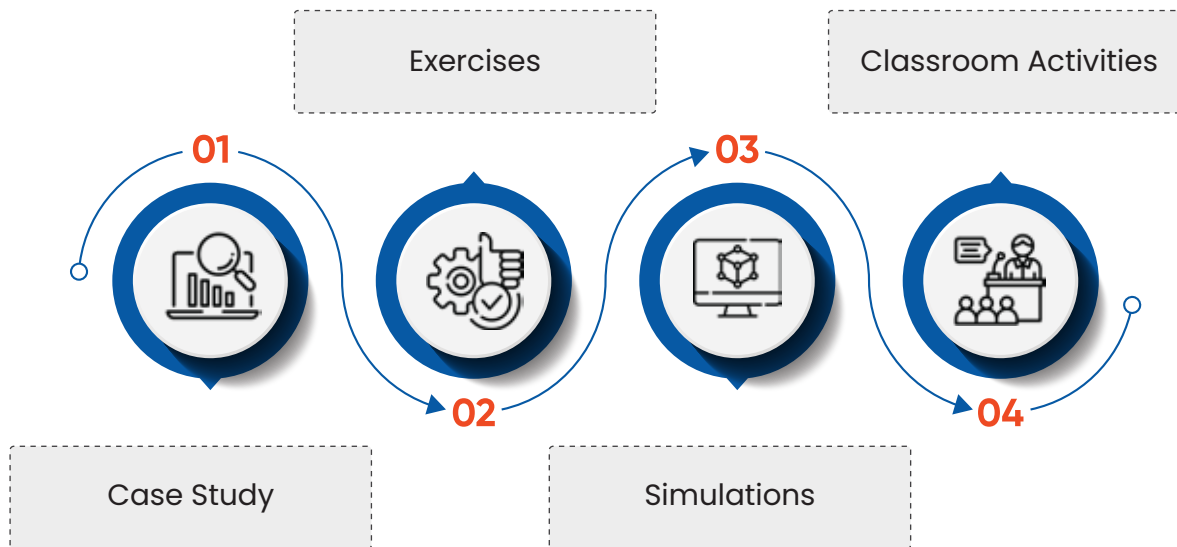
**Note:**

The list of modules provided is subject to change and may be updated or revised based on the discretion of IIM Kozhikode.



## 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

- Package Pricing at Mission Hospital (IMB527-PDF-ENG)
- Predicting Net Promoter Score (NPS) to Improve Patient Experience at Manipal Hospital
- Improving Lead Generation at Eureka Forbes Using Machine Learning Algorithms
- Retention Modeling at Scholastic Travel Company
- Grupo Familia Monetizing a Digital Marketing Campaign in Colombia
- Digital Transformation at La Presse: Crafting a New Digital Strategy
- DesiFirangi.com Building a Niche E-commerce Portal
- Yuno Learning Building Marketing Channels For Online Business
- Nike Tiptoeing into the Metaverse



## Programme Details

### ➤ Duration

• 9 Months | 120 hours of Learning\*

### ➤ Mode of Delivery

• Direct-to-Device (D2D) mode

### ➤ Campus Visit

• One Visit for 2 days\*

### ➤ Session Timings

• Sundays, 3:30 pm to 6:30 pm



Programme Schedule

| 31<sup>st</sup> January 2026

Application Closure Date

| Closing Soon

Commencement Date

| 15<sup>th</sup> February 2026

#### Note:

- The eMDP programmes are designed to deliver a comprehensive learning experience with a focus on the total number of instructional hours as per the programme structure. While the programme is typically planned over a specific duration, the actual duration may vary depending on the completion of the required instructional hours. This ensures that the quality and content of the programme remain intact, irrespective of the time taken for its completion.
- The 120-hour programme is designed to span 9 months.
- The In-Campus Modules are Mandatory.
- In case only the Valedictory function is attended, the expenses for it will be separate. These details will be communicated at a later stage, and participants will be required to pay these charges independently.

Programme Details

### ➤ 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 2+ years of work experience (after graduation).

### ➤ Admission Criteria

- Selections will be based on a detailed Profile in the candidate's own words, elaborating on their Academic record, Profile, Designation, Salary, Roles, Responsibilities, Job Description, and a write-up on "Expectations from the Programme".

### ➤ Assessment and 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.





# Who Should Attend ?

- **Early-career professionals** aspiring to build a career in AI-powered Digital Marketing.
- **Mid-career professionals** responsible for managing marketing activities and campaigns.
- **Industry leaders** involved in strategic business decision-making.
- **Business owners** looking to leverage digital marketing for business growth.
- **Aspiring entrepreneurs** seeking to launch and scale digital ventures.

Note: Professionals with over six years of work experience exclusively in digital marketing are encouraged to explore other advanced courses in our portfolio for greater alignment with their experience level.



# Programme Fee Details

Fee Details	Amount
Application Fee	INR 2,000/- + GST
<b>Total Programme Fee</b> (Exclusive of Application Fee)	<b>INR 1,80,000/- + GST*</b>

## INSTALMENT PATTERN

Booking Amount	INR 70,000/- + GST	3 days from the release of the offer letter (latest by 5 <sup>th</sup> February 2026)
Instalment I	INR 60,000/- + GST	15 <sup>th</sup> May 2026
Instalment II	INR 50,000/- + GST	15 <sup>th</sup> August 2026

Easy EMI Options Available





## 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**'.



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

## Programme Chair



### PROF. DHARUN KASILINGAM

**Assistant Professor,  
Marketing Management  
IIM Kozhikode**

Dr. Dharun holds a Master of Engineering (M.E.) degree in Industrial Engineering from PSG Tech and a PhD in Marketing and Analytics from NIT Trichy. He was the youngest recipient of a PhD at NIT Trichy, earning the degree at the age of 25.

His primary research interests are twofold: Unstructured Data Analytics and Technology, and Consumer Behavior. He has published multiple research articles in leading marketing journals such as Journal of Retailing and Consumer Services, International Journal of Consumer Studies, Technology in Society, Journal of Consumer Behavior, and Journal of Brand Management, as well as in medical journals like Transboundary and Emerging Diseases. Notably, his papers in Journal of Retailing and Consumer Services and Technology in Society are among the most cited articles on the journals' home pages.

Dr. Dharun's research has also featured in the proceedings of several prestigious international conferences in India, Australia, Dubai, and Malaysia. He has a proven ability to understand and apply advanced statistical and analytical techniques to address real-world business challenges.

He is proficient in software packages such as Minitab, SPSS, Stata, AMOS, and Smart-PLS, and can code effectively in R and Python. He teaches marketing courses that intersect with Digital, Analytics, and Automation.





## PROF. SATISH KRISHNAN

Professor,  
Information Systems,  
IIM Kozhikode

Prof. Satish Krishnan received his PhD 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.

## Learn From India's Finest Academia



**PROF. SREEJESH S.**

Associate Professor,  
Marketing Management,  
IIM Kozhikode

Prof. 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 programmes for various companies and coordinates and delivers lectures for short- and long-duration executive certificate programmes at IIM Kozhikode.





## Discover the Impact: Previous Batch Learners' Testimonial



### **MS. SHIPRA MISHRA**

**Senior Executive Marketing**  
**GOIP Global Services Pvt. Ltd.**

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.

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### **MR. KAUSHAL PATEL**

**Senior Associate**  
**Design and Investment, IPG**

The Professional Certificate in Digital Marketing for Performance and Growth from IIM Kozhikode, facilitated via Jaro Education, was an invaluable learning experience. Its well-structured, industry-relevant curriculum bridged theory and practice seamlessly, while expert faculty brought real-world insights that simplified complex concepts. The programme sharpened my strategic approach to digital marketing, enhancing my professional effectiveness. I'm grateful for Jaro Education's consistent support and especially to Prof. Dharun Kasilingam for his engaging sessions and mentorship—key to translating knowledge into actionable growth strategies.



**MS. EKATA KAR**

Digital Marketing Team Lead  
Hello Mentor

I wholeheartedly recommend this programme to aspiring professionals seeking to advance their digital marketing expertise. It delivers a robust foundation and equips learners to navigate modern marketing complexities. My experience with Jaro Education was outstanding—exemplary support, high-calibre content, and a seamless, interactive learning journey that significantly enriched my professional growth.

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**MR. SASWAT KHUNTIA**

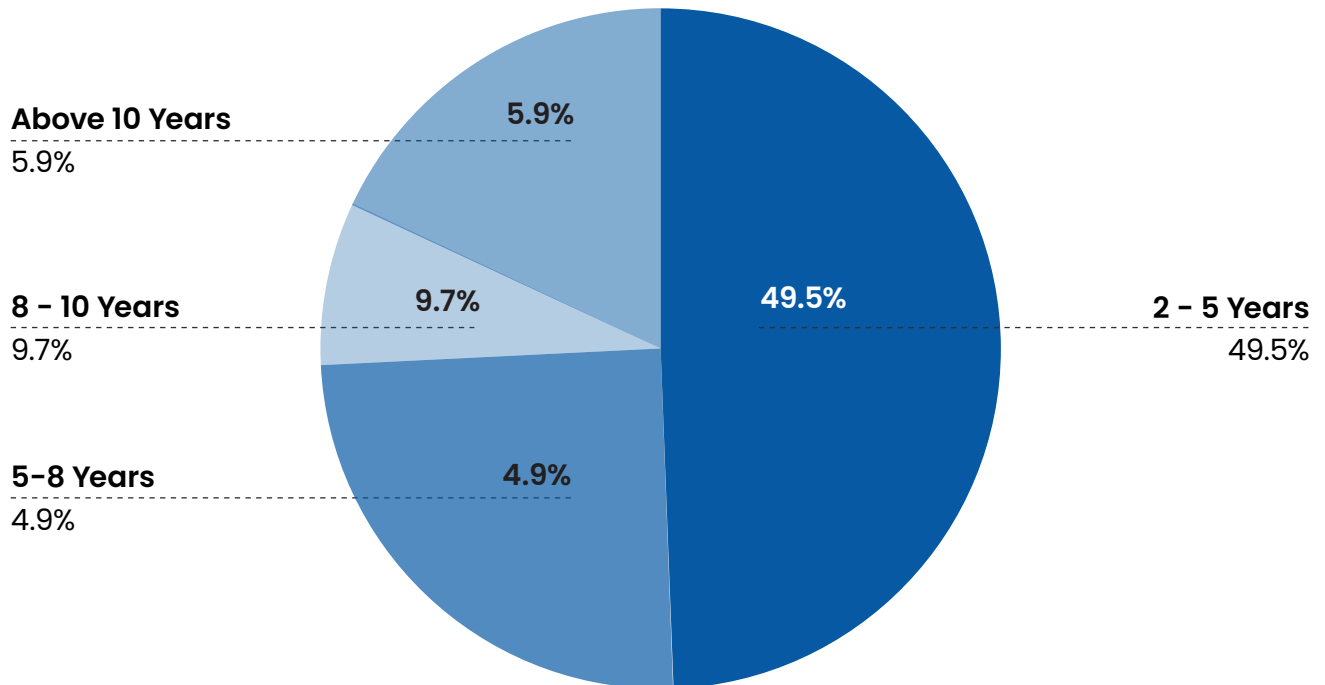
Analyst (OCM and Marketing)  
Tata Consultancy Services

Joining Jaro Education helped me gain clarity and confidence in my career. The programme was practical, easy to follow, and delivered by experienced faculty who were always supportive. It equipped me with the right skills and guidance to progress professionally. I would highly recommend it to anyone looking to upskill and advance in their career.

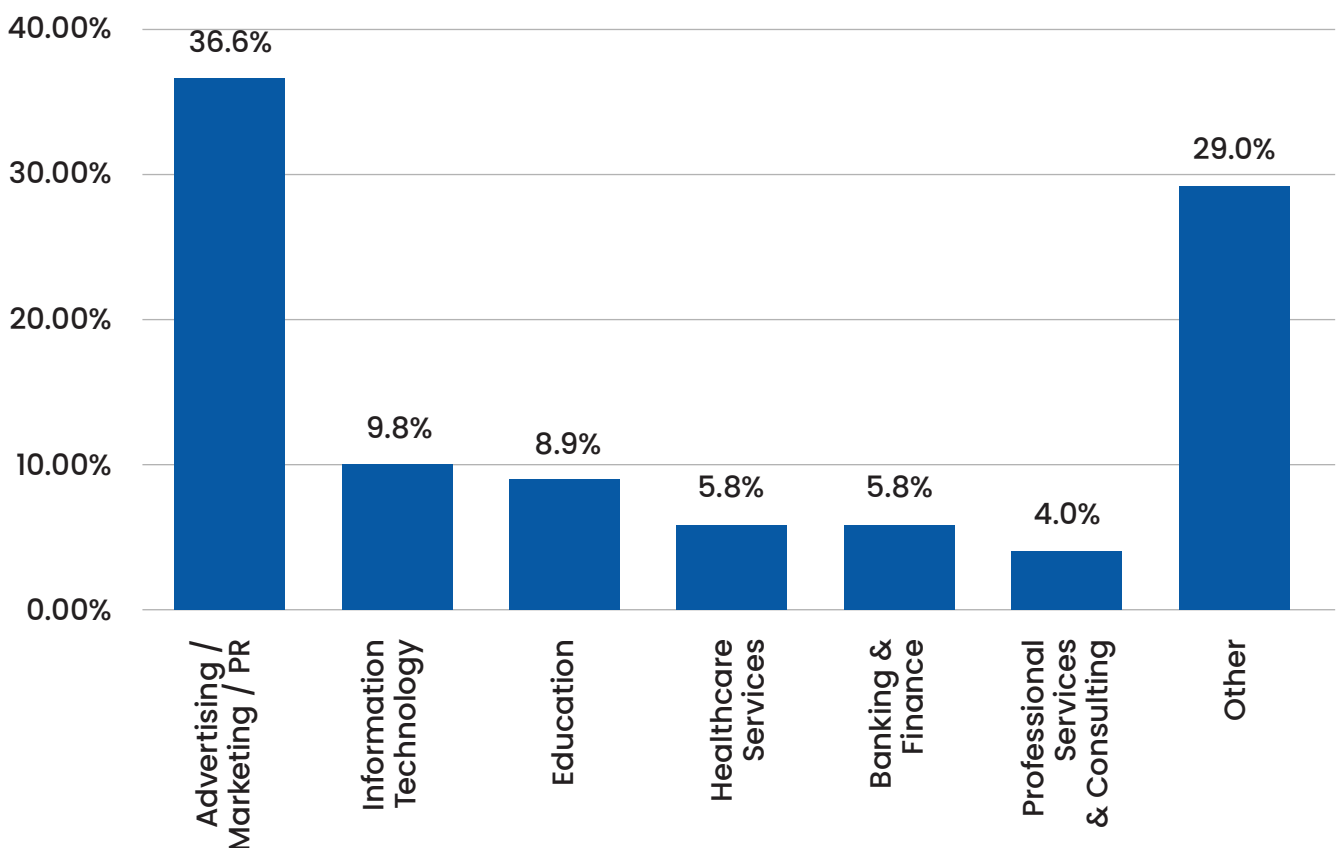
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## A Closer Look at Our Latest Cohort's Demographics

### ➤ Work Experience



### ➤ Industry Representation



## A Closer Look at Our Latest Cohort's Demographics

### ➤ Top Companies where our alumni are working at:



### ➤ Key Roles & Designations

Founder & CEO

Head of Marketing

Vice President – Sales

Manager – Digital Innovations

SEO Specialist

Marketing Analyst

Digital Marketing Executive

Content Writer & Editor

#### Note

- The above list is partial.
- Highlighted above are the previous batch demographics of IIM Kozhikode's programme.
- 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.



## About IIM Kozhikode



NIRF India Rankings  
(Management)  
2025



Financial Times  
Masters in Management  
Ranking 2025



Global Financial Times  
Ranking (Open  
Enrolment) 2025



IIM Kozhikode began its academic journey in 1997 with its flagship two-year Postgraduate Programme (PGP), leading to a Master of Business Administration (MBA) degree. Today, the Institute is on a high growth trajectory, offering one of the widest arrays of academic programs in management education. These include the Doctoral Programme in Management (PhD), Executive MBA programmes, Management and Faculty Development Programmes, and a unique PhD (Practice Track) for working professionals. In 2019, the Institute introduced programs such as the two-year MBA in Finance, MBA in Liberal Studies & Management, and the innovative one-year MBA in Business Leadership. In 2025, it further expanded its portfolio with a one-year Diploma in Management and a four-year Bachelor's in Management Studies.

IIM Kozhikode has articulated a bold institutional vision – ‘Vision 2047: Globalizing Indian Thought’ – aligning with 100 years of Independent India and 50 years of IIMK’s own journey. Guided by the principles of Satyam (Authenticity), Nityam (Sustainability), and Purnam (Fulfilment), the Institute aims to nurture responsible, values-driven leaders, thinkers, and educators who contribute to building a better, sustainable world. IIMK is home to pioneering initiatives, including IIMK LIVE – a first-of-its-kind startup incubation programme, the Indian Business Museum, and six Centres of Excellence across diverse domains. The Institute also has a satellite campus in Kochi, primarily catering to Executive Education.

IIMK is globally accredited by EQUIS (EFMD) and AMBA (UK), and is also a member of AACSB. It is ranked 3<sup>rd</sup> in India as per the NIRF (National Institutional Ranking Framework) 2025 in the Management category. In the Financial Times (FT) Rankings 2025, IIMK’s MBA is ranked #69 globally, while its Open Enrolment Programme is ranked #76 worldwide. In the QS World University Rankings 2025, IIMK is placed in the 141+ band for Business and Management Studies; its MBA programme is ranked 151+, and its Executive MBA is ranked 161+ globally.



## About Jaro Education

**3,50,000+**

Careers Transformed

**150+**

Programs from a Quality  
Bucket of Diverse Domains

**30+**

World's leading Academic  
Partners

**23+**

Learning Centres across  
India, USA, and 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 and upskilling 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.

## Career Assistance by Jaro Education

### Resume Building

We create ATS-friendly resumes that highlight your skills and achievements.

### LinkedIn Optimization

Enhance visibility and connect with the industry leaders.

### Career Sessions

Jaro Connect offers expert-led bootcamps on industry trends.

Note: IIM Kozhikode and Jaro Education do not guarantee employment or career advancement; career services are provided solely by Jaro Education as guidance to help you manage your career proactively.

# jaro education

Take the first step toward transforming your career in AI-Powered Digital Marketing. Our admission expert is here to guide you.

## IIM KOZHIKODE MDP OFFICE



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## JARO EDUCATION PROGRAMME EXPERT

Mr. Karthikeyyan S.



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karthikeyyan@jaro.in

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### Jaro Education's Presence

Ahmedabad | Bangalore | Chennai | Chandigarh | Delhi/NCR | Hyderabad | Jaipur |  
Kolkata | Mumbai | Nagpur | Pune