



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

Batch  
**04**

Growth Oriented Marketing Strategies Await!

Professional Certificate Programme in

# Digital Marketing for Performance & Growth

Programme by IIM Kozhikode



Times B-School  
Rankings, 2025



NIRF India Rankings,  
(Management) 2024



70<sup>th</sup> in Global, Financial  
Times Open Enrolment  
Rankings 2024

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 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 21<sup>st</sup>-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



“

- Global Digital Advertising and Marketing Market to Reach \$786.2 Billion by 2026.

\*GlobeNewswire

- According to 81% of marketers, video content has a direct and favorable impact on sales.

\*Wyzowl

- Using strategic keywords is the number one SEO marketing strategy, according to 71% of marketers.

\*HubSpot

- 43% of eCommerce traffic comes from organic Google searches.

\*Wolfgang Digital

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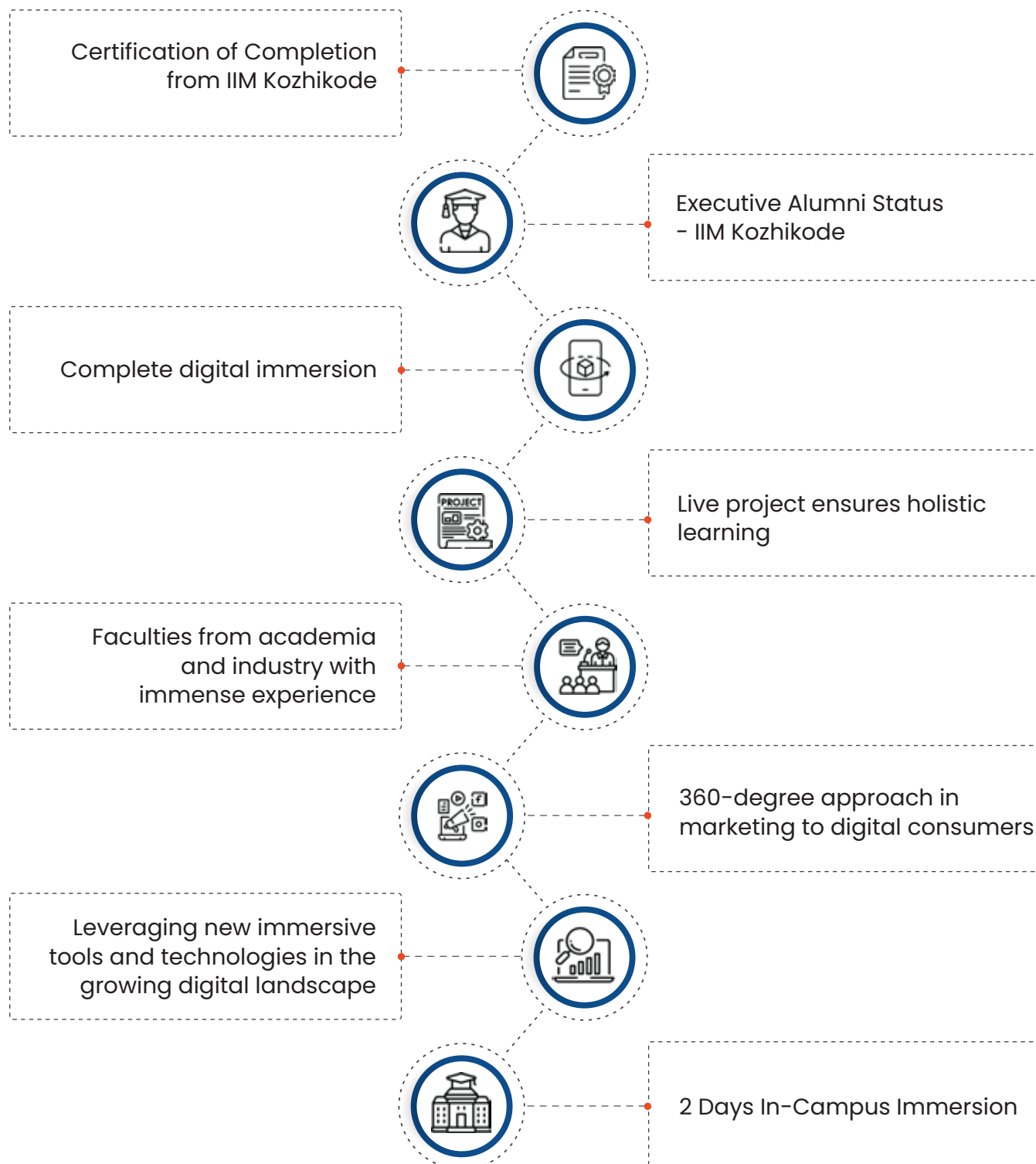


## Programme Overview

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



## 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

- 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.
- Leveraging 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

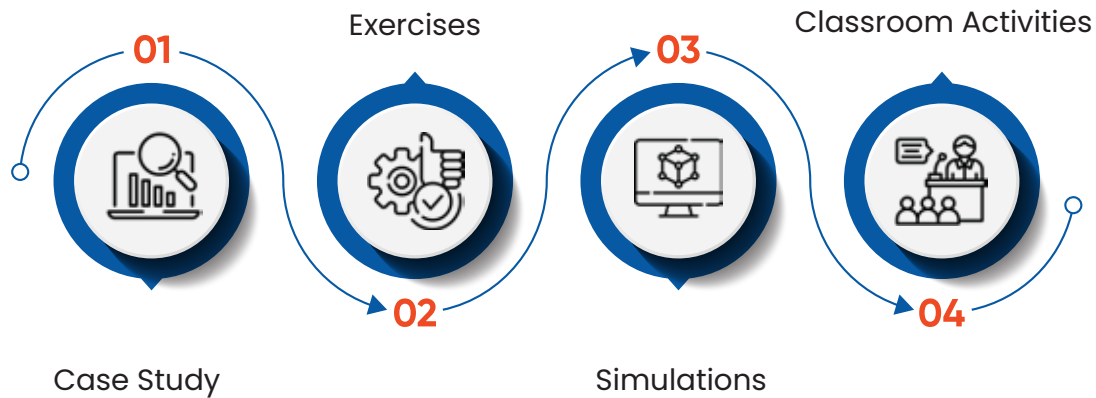
- Understanding the Digital world; the Behaviour of a Digital Consumer & their journey
- Marketing in a Digital World
- Publishers, Advertisers, and Ad-networks
- Introduction to Digital Marketing Tools
- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Display Advertising
- Social 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

\*The above list is indicative and is subject to IIM Kozhikode's discretion.



## 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\*



**Programme Schedule**

**Saturday 7:00 pm to 10:00 pm**

**Application Closure Date**

**8<sup>th</sup> June 2025**

**Commencement Date**

**14<sup>th</sup> June 2025**

#### 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.

### ➤ 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.

# 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
Instalment I	INR 60,000/- + GST	15 <sup>th</sup> September 2025
Instalment II	INR 50,000/- + GST	15 <sup>th</sup> December 2025

Easy EMI Options Available



## Certificate

### “Professional Certificate Programme in Digital Marketing for Performance & Growth”



- 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 PhD at NIT Trichy at the early age of 25.

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.



## Hear from our Alumni



### **MS. SHIPRA MISHRA**

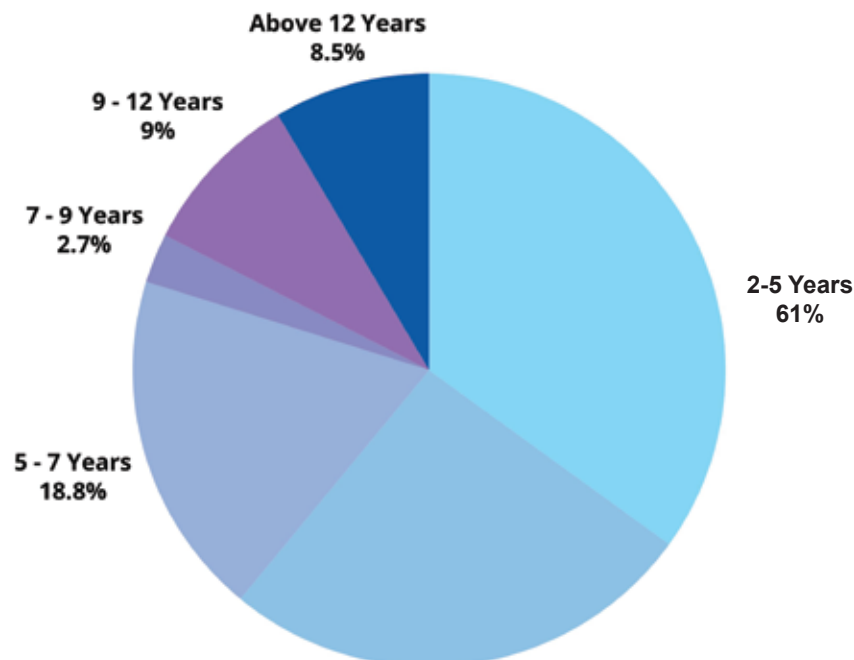
**Senior Executive Marketing**  
**GOIP Global Services Pvt. Ltd.**

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.

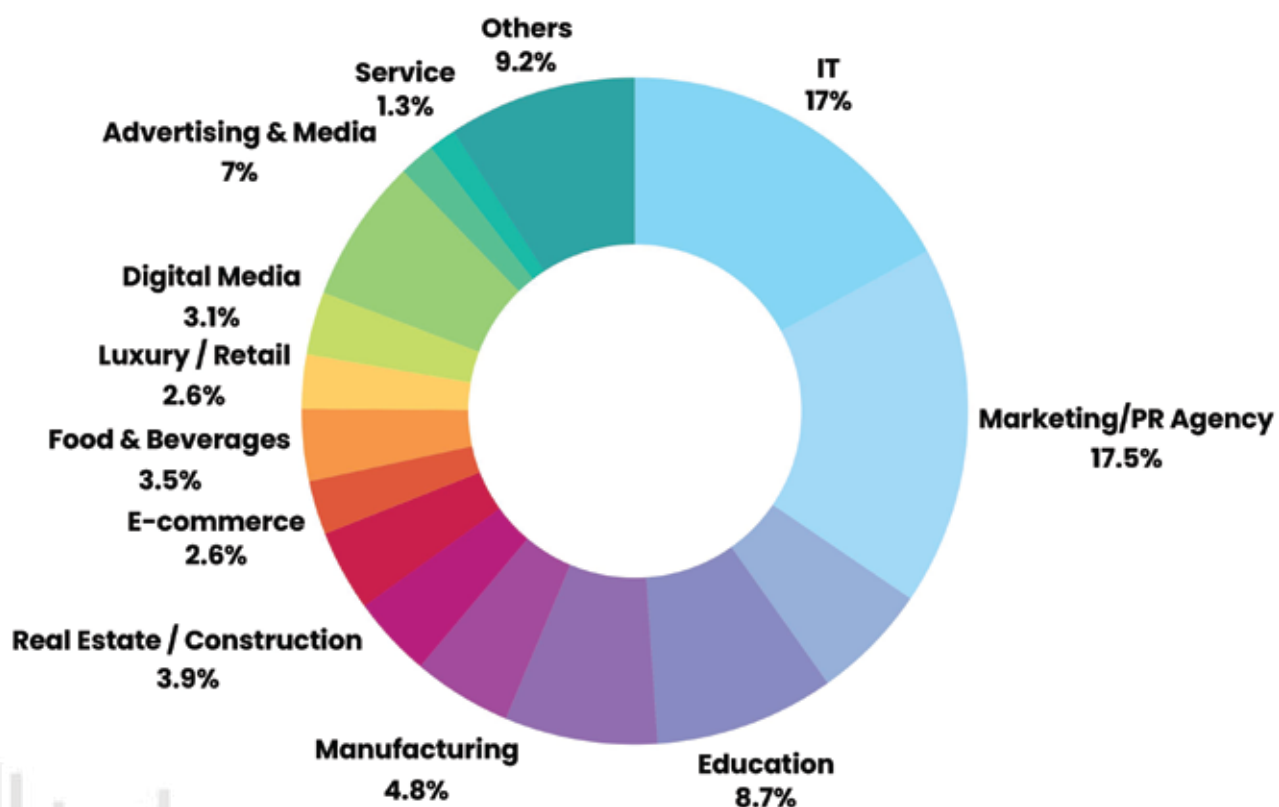


## Recent Batch Analysis

### ➤ Work Experience



### ➤ Industry-Wise Bifurcation



## Recent Batch Analysis

### ➤ Top Profiles of our Alumni

CEO (Chief Executive Officer)

Managing Director

Managing Partner

Senior Manager

Brand Manager

Group Product Manager

Marketing Manager

Digital Marketing Manager

Social Media Manager

Marketing Executive

Digital Marketing Executive

Assistant Manager

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

 accenture

 amazon

 ICICI Bank

 Infosys

 TCS  
TATA  
CONSULTANCY  
SERVICES

 wipro

 BOSCH

 Tech  
Mahindra

#### 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

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 the Fellow Programme in Management, Executive PG Programmes, Management Development Programmes and Faculty Development Programmes. 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 a first-of-its-kind startup incubation programme and the Indian Business Museum. IIMK is ranked 3<sup>rd</sup> as per NIRF India Rankings 2024: Management. The institute also features regularly among top global institutes for its flagship MBA (PGP) and EMBA 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, as per the QS World University Rankings by Subject 2024. IIM Kozhikode is also 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 programme providers globally for the year 2024. The feat has further consolidated the 28-year IIMs footing in an exclusive list of the foremost providers of executive education in the world. Marking a significant achievement, the institute has risen 9 spots for its full-time MBA programme in the FT Masters in Management (MIM) Rankings, from Rank #77 in 2023 to an impressive global Rank #68 in 2024, reaffirming its standing among the world's top institutions. 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.



## 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.



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# CONNECT

With Us Now!

## IIM KOZHIKODE MDP OFFICE



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## JARO EDUCATION PROGRAMME EXPERT

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### Jaro Education's Presence

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