



भारतीय प्रौद्योगिकी संस्थान दिल्ली
Indian Institute of Technology Delhi



CERTIFICATE PROGRAMME IN DIGITAL MARKETING

Starts March 27, 2021 | Live Online Sessions

Programme offered by Continuing Education Programme (CEP), IIT Delhi

OVERVIEW

In 2021, digital advertising is set to overtake spending on traditional media for the first time, and will account for more than half the global ad spend (Financial Times, 2020). The ways of attracting, engaging, and retaining customers have evolved in today's dynamic digital times. The 21st-century customers' digital nativity changes the rules. India will reach 1 billion internet users by 2025 (Analytics Insight, 2020), further supporting the accelerated impact of digital marketing as the most relevant, creative, and cost-effective form of marketing today.

To succeed in this shifting digital marketing landscape, you need to learn new-age strategies and gain in-demand skills, to be industry-ready. The Indian Institute of Technology Delhi (IIT Delhi) has designed the six-month online **Certificate Programme in Digital Marketing** to help you boost your career by becoming industry-ready for a high-growth career in digital marketing. This cutting-edge programme provides an end-to-end understanding of the digital marketing landscape, and will build your capability in leveraging analytics in improving the customer journey, managing engaging campaigns and maximising business profits. At the end of the programme, you would become a proficient digital marketer with an understanding of management processes in general, and marketing in particular, and will be able to fast track your career aspirations.

WHO IS THIS PROGRAMME FOR?

Does your work involve acquiring and retaining customers? Are you ready to learn in-demand digital marketing strategies to maximise reach and conversions? Then, become an agile and future-ready digital marketer by joining this high-impact programme, specially curated for:

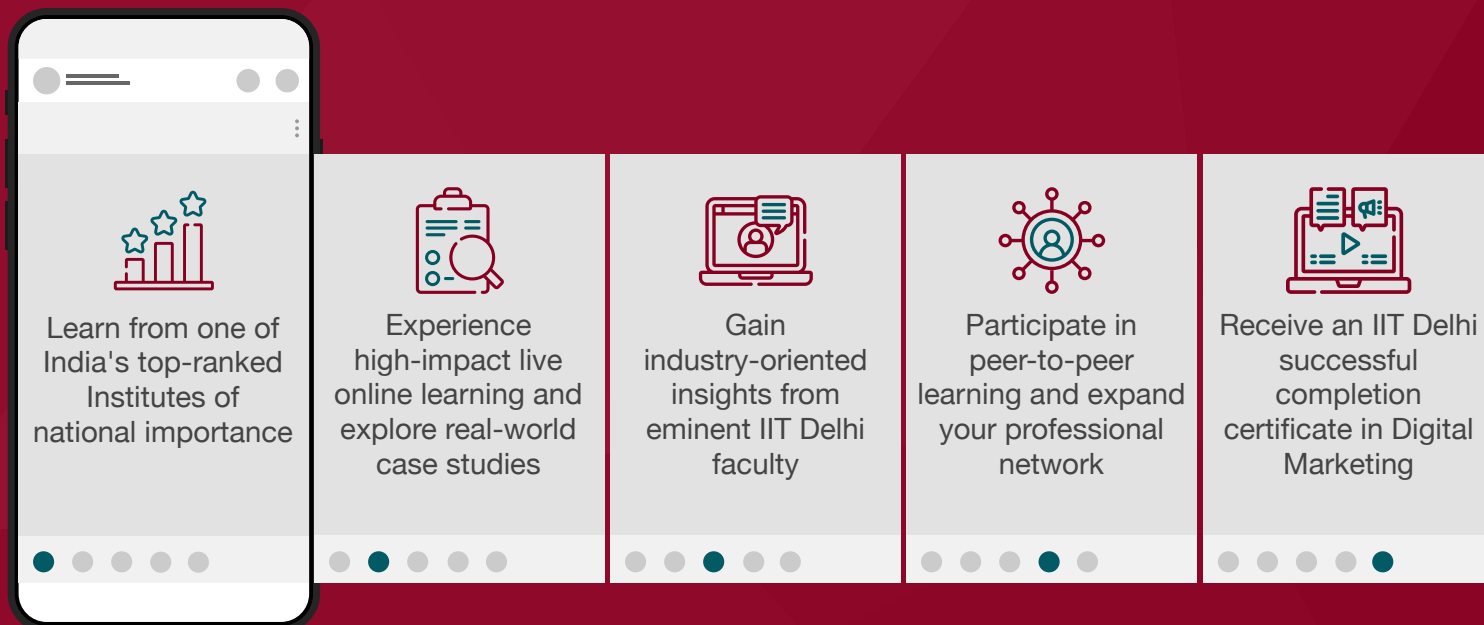
- **Final-year and fresh graduates** seeking to be market-ready by acquiring in-demand digital marketing skills for lucrative career opportunities
- **Early professionals** who are working or aspire to work in digital marketing roles
- **Marketing/ sales/ product/ brand managers** interested in transitioning to digital marketing roles by upskilling in data-driven, high-impact digital marketing strategies
- **Professionals** who want to enrich their strategic mindset with new-age concepts and skills in digital marketing
- **Consultants, business owners, and entrepreneurs** looking to apply digital marketing best practices for business expansion and growth

DID YOU KNOW?

What do iconic brands like P&G, AT&T, and new-age brands like Amazon and Verizon have in common?

They spend more than US\$2 billion a year on digital marketing. A clear shift in investment away from traditional media to more streaming, digitally native platforms to meet consumers where they are spending time, and driving advertising results while maintaining campaign transparency.

PROGRAMME HIGHLIGHTS



PROGRAMME MODULES

The programme's industry-oriented curriculum will be delivered by leading IIT Delhi faculty and industry experts. Explore from digital marketing strategy capabilities and execution tactics to content marketing secrets and tools to analyse performance, optimise budgets, and boost profits. Participate in an immersive live online learning journey to gain practical insights through a mix of lectures, tutorials, real-world case study discussions, and projects.

Module 1 Introduction to Management

- Evolution and concepts

Module 2 Consumer Behaviour

- Understanding buyer/ customer/ consumer behaviour

Module 3 STP

- Segmentation, targeting, and positioning

Module 4 Forecasting

- Potential, demand, forecast - tools and techniques

Module 5 **Marketing Mix - 1**

- Product, place and pricing decisions

Module 7 **PLC**

- Product life cycle

Module 9 **Using Social Media**

- Viral marketing/ organic traffic

Module 11 **Content Creation**

- Creatives design implementation

Module 13 **Strategic Marketing**

- Budget optimisation and strategy

Module 15: Facebook, Instagram, LinkedIn & Google Ads Marketing

- Basic and advanced ads – Facebook, Instagram, LinkedIn, Google Ads, marketing implementation & project work

Module 17: Analysing and Monitoring Campaigns

- Google Analytics, evaluating traffic, cost/ lead & conversion statistics

Module 6 **IMC**

- Integrated marketing communications

Module 8 **Brand Management**

- Brand value, architecture, identity & equity

Module 10 **Digital Identities and Branding**

- Digital identities implementation including Social media handles (Facebook, Instagram & LinkedIn) creation, Google Ads, website design, and development

Module 12 **Blogs/ Videos**

- Writing impactful blogs and video creation

Module 14 **Media Planning**

- Marketing content through different channels

Module 16 **SEO**

- SEO introduction & best practices, SEO implementation

Module 18 **Freelancing**

- How to become a digital marketing freelancer

Note: Modules/ topics are indicative only, and the suggested time and sequence may be dropped/ modified/ adapted to fit the total programme hours.

PROGRAMME COORDINATOR



Dr Harish Chaudhry

Associate Professor
Department of Management Studies
Indian Institute of Technology Delhi

After completing his B-Tech from IIT Kanpur, PGDM from IIM, Bengaluru and PhD from IIT Delhi, Prof. Harish worked in companies like Dunlop, NIIT and RAAG Systems before joining academics. An outstanding teacher, he has deep marketing academic experience in marketing research, advertising, sales promotion, product management, sales and distribution, and digital marketing. He has organised hundreds of training programs for organisations like Godfrey Philips, ITC, Network Ltd., PCL, IRCON, RITES, British Gas, Coca-Cola, HCL-Perot, and STC. In addition to his teaching work, he has also served as a consultant for Modi Rubber Ltd., Godfrey Philips, BPL, Dynamic Fashions, Personal Point and Plan International. He has also undertaken sponsored research projects for the erstwhile Planning Commission of India and National Knowledge Network. He has served as an Independent Director on the board of several companies, and has published over twenty research papers in reputed national and international journals, and guided ten research scholars for their doctoral work. He has also been the recipient of the prestigious IBM Global faculty award in 2015 for research on 'technology-driven assessments in schools'.

PROGRAMME CERTIFICATE

Participants will be awarded a successful completion certificate from IIT Delhi on scoring at least 50% marks in each of the evaluation components and maintaining a minimum attendance of 60% in both lectures and tutorials. Participants who are unable to score 50% marks in the evaluation will be eligible for the participation certificate if their attendance is above 60% in both lectures and tutorials.



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

PROGRAMME DETAILS

Programme Schedule

Duration	6 Months
Academic Orientation	Mar 28, 2021
Live Online Sessions	Saturday, 6:45 PM - 9:45 PM Sunday, 10:00 AM - 12:00 PM
Programme Application Link	Click here to apply to the programme

Eligibility

- Graduates (10+2+3) from a recognised university in any discipline
- Students pursuing final year of Graduation can also apply

Selection Process:

- Screening and selection will be done by IIT Delhi

PAYMENT SCHEDULE

Programme Fee INR 50,000 + GST

Instalment Schedule

	Instalment 1	Instalment 2
Remarks	Mar 22, 2021	Aug 1, 2021
Amount	INR 25,000 + GST	INR 25,000 + GST

Note: GST (currently @ 18%) will be charged extra on these components.

Last Date to Apply	Mar 10, 2021
Shortlisted Candidates Will Be Informed by	Mar 15, 2021
Last Date to Submit the Fee	Mar 22, 2021

Note: Applications will be reviewed based on eligibility and subsequent shortlisting process as laid down by the Programme Coordinators.

All fee should be submitted in the IIT Delhi CEP account only, and the receipt will be issued by IIT Delhi CEP account for your records.

APPLICATION REQUIREMENTS

Graduation and Post-Graduation Education:

- Higher Secondary (10+2) Marksheet
- Passing Certificate – Diploma/ Degree/ Doctorate

ID Proof:

- Any Government-issued photo ID like PAN Card/ AADHAAR Card, Driving License/ Passport, etc.

SYSTEM REQUIREMENTS

This programme includes live online classes conducted on Zoom. To attend a live online class you will need to have a PC/ Laptop/ Mac with:

- Speakers and microphone: built-in or a USB plug-in or wireless Bluetooth
- Webcam: built-in or USB plug-in
- Processor: with Dual Core 2Ghz or higher (i3/ i5/ i7 or AMD equivalent)
- RAM: 4 GB or higher
- OS: Either MacOS 10.7 or higher OR Windows 8 or higher
- An internet connection: Minimum bandwidth of 3.0 Mbps (up/ down)
- Browser: IE 11+, Edge 12+, Firefox 27+, Chrome 30+
- Zoom software client installed on your PC/ Laptop/ Mac

We use the Zoom software application to conduct live online classes. Zoom works on a variety of PCs/ Laptops/ Mac systems and also on phones and tablets.

You can join your live online class from a phone or tablet if it supports the Zoom client.

We recommend that you attend classes from a PCs/ Laptops/ Mac.

ABOUT IIT DELHI

The Indian Institute of Technology Delhi (IIT Delhi) is one of the 5 initial IITs established for training, research and development in science, engineering and technology in India. Established as College of Engineering in 1961, the Institute was later declared as an Institution of National Importance under the “Institutes of Technology (Amendment) Act, 1963” and was renamed as “Indian Institute of Technology Delhi”. It was then accorded the status of a Deemed University with powers to decide its own academic policy, to conduct its own examinations, and to award its own degrees.

Since its inception, over 48000 have graduated from IIT Delhi in various disciplines including Engineering, Physical Sciences, Management and Humanities & Social Sciences. Of these, nearly 5070 received PhD degrees. The rest obtained a Master’s Degree in Engineering, Sciences and Business Administration. These alumni today work as scientists, technologists, business managers and entrepreneurs. There are several alumni who have moved away from their original disciplines and have taken to administrative services, active politics or are with NGOs. In doing so, they have contributed significantly to the building of this nation, and to industrialisation around the world. For more details, please visit: www.iitd.ac.in

ABOUT CONTINUING EDUCATION PROGRAMME (CEP)

Executive education is a vital need for the companies to build a culture that promotes newer technologies and solutions and builds a workforce that stays abreast of the rapidly transforming needs to the technological, business and regulatory landscape.

Committed to the cause of making quality education accessible to all, IIT Delhi has launched Online Certificate Programmes under eVIDYA@IITD (ई-विद्या@IITD): enabling Virtual & Interactive-learning for Driving Youth Advancement@IITD for Indian as well as international participants. These outreach programmes offered by the Indian Institute of Technology Delhi (IIT Delhi) are designed to cater to the training and development needs of various organisations, industries, society and individual participants at national and international level with a vision to empower thousands of young learners by imparting high-quality Online Certificate Programmes in cutting-edge areas for their career advancement in different domains of engineering, technology, science, humanities and management. For more details, please visit: <http://cepqip.iitd.ac.in>



ABOUT ERUDITUS

Eruditus Executive Education offers customised and open programmes in India, Singapore, Dubai and other global locations in collaboration with MIT Sloan, Columbia Business School, INSEAD, Harvard Business School (HBS), Kellogg Executive Education, Berkeley Executive Education, Wharton Executive Education, IIM Lucknow Executive Education, IIM Calcutta Executive Education and Emeritus. Our world-class executive education programmes, supported by eminent programme experts, provide an immersive learning experience integrated with actionable insights and practical business applications. The meticulously curated programmes are delivered in a different range of formats; in-class, online, as well as blended programmes. Our extensive portfolio also includes short 2-4 day in-class workshops, online courses of 2-3 months duration as well as comprehensive learning journeys that run over 6-9 months, customised to an organisation's requirement.

For registration and any other information,
please get in touch with us at iitd@eruditus.com

For any feedback, please write to Head CEP, IIT Delhi
at hodqipcep@admin.iitd.ac.in

Service Provider



ERUDITUS

EXECUTIVE EDUCATION

Online Certificate Programmes are offered by the Indian Institute of Technology Delhi under the aegis of Continuing Education Programme (CEP) so that the Institute can realise its vision of serving as a valuable resource for industry and society, and fulfil its mission to develop human potential to its fullest extent so that intellectually capable and imaginatively gifted leaders can emerge in a range of professions.

Programme offered by Continuing Education Programme (CEP), IIT Delhi