IIM NAGPUR
भारतीय प्रबंध संस्थान नागपुर
Indian Institute of Management Nagpur

jaro education®

MASTER THE SKILL OF MARKETING

IIM NAGPUR PRESENTS

Post Graduate Certificate Programme in
Digital Strategy And Marketing Analytics

About IIM Nagpur

Established in 2015, the Indian Institute of Management Nagpur (IIMN) aspires to be a leading management institution that shapes management systems, policy, and governance through high-quality education, research, and industry engagement. Propelled by the pursuit of engaged scholarship, the Institute aims to create value-driven leaders and global managers with strong conceptual foundations and analytical approach, which helps them excel in diverse spheres – be it management, business, policy making, and public administration, to name a few.

IIM Nagpur's aim is to address the needs of a modern India; connecting aspirations and realities to attain benchmarks that are respected internationally. Our motto, सत्यं च स्वाध्याय प्रवचने च**,** that is, an inspired journey towards truth through individual reflection and collective discourse, propels our quest to bridge the gap between abstract knowledge and practice.

IIM Nagpur seeks to distinguish itself as an institution that promotes constant industry engagement of a '**problem-solving**' nature. Executive Education, therefore, is an important thrust area for the Institute. With an array of programmes designed by a faculty body with a stellar record of research, teaching, and industry engagement, the Executive Education programme at IIM Nagpur equips managers and executives with the capabilities to perform effectively in their current roles, and take up greater challenges through various stages of their careers.

Director's Message

Dr. Bhimaraya Metri

Director, IIM Nagpur

> ***With its unique advantages, IIMN is an exciting place to learn, grow, and be the 'champions of change'.***

I take pleasure in welcoming you to IIM Nagpur (IIMN). IIMN was established in 2015 as the first of the third generation IIMs, by the Ministry of Education, Govt. of India. It's location in the Orange City, makes IIMN equidistant from the major metropolises – Delhi, Chennai, Kolkata, Mumbai – in terms of travel time by air. Since its inception, IIMN has attracted talented faculty members with commendable experience in research and teaching. Faculty members at IIMN are engaged in management consultancy, research, training, and industry collaboration for creating and disseminating cutting-edge knowledge.

It's location at the very centre of industrial activity offers IIMN a natural advantage, enabling greater connections and partnerships with businesses across sectors in SEZ and MIDC-designated zones. IIMN's unwavering focus on pioneering exceptional industry partnerships to lead the way in providing real-world experiences, prepares our programme participants for life - bringing '**corporate into classrooms**' to hone relevantly skilled talent for the ever-evolving corporate world.

One of the first premier institutions in the country to seamlessly make the shift from physical to online over the past year, IIMN is well-equipped to conduct Executive Education Programmes (EEPs) for executives from public and private sector undertakings. Keeping the New Education Policy (NEP) 2020, digitalization, and lifelong learning in mind, IIMN has launched online certificate programmes for skilling-reskilling-upskilling the executives in highly specialized areas of management. We anticipate that these programmes would enable executives to fully realize the opportunities ahead in a digitally disruptive world. With its unique advantages, IIMN is an exciting place to learn, grow and be the 'champions of change'. We welcome you to join our IIMN community of faculty, staff, students, and alumni who are shaping the future of work.

Profile of the Programme Directors

Prof. Aruna Tatavarthy

FPM-IIMB & B.E. (Electrical Engg)

Prof. Aruna D. Tatavarthy is a faculty member in the Marketing Area at IIM Nagpur. Before joining IIM Nagpur, Prof. Aruna taught at IIM Ahmedabad as an Assistant Professor in the Department of Marketing.

Prof. Aruna has also been a Visiting Research Fellow at the Faculty of Business and Economics, University of Melbourne, Australia.

Prof. Ranjitha G.P

PhD-IIMK, MBA (CUK)

Prof. Ranjitha is a faculty member in the Marketing Area at IIM Nagpur. A PhD from IIM Kozhikode, Prof. Ranjitha has previously taught at Prin. L. N. Welingkar Institute of Management Development and Research, Bangalore and Central University of Karnataka.

Prof. Ranjitha also has several research publications and conference presentations to her credit.

Contents

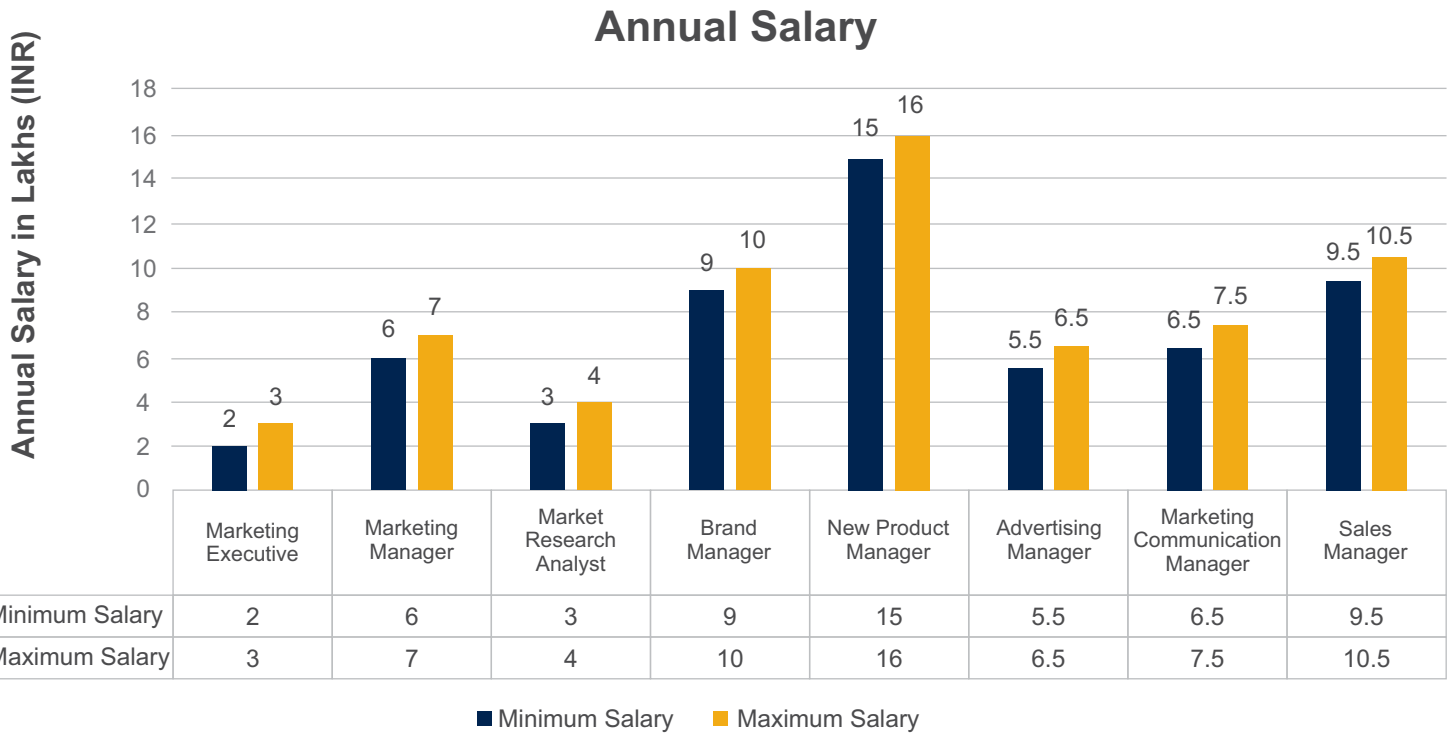
- Insights of Marketing in India 6
- Why Choose the DMA Programme? 8
- Programme Overview 9
- Programme Objectives 10
- Learning Outcomes 10
- Programme Content 11
- Specimen Certificate 12
- Eligibility 13
- Programme Schedule 13
- Fee Structure 13
- About Jaro Education 14

Insights on Marketing in India

Post COVID-19 there is an uptick in the marketing ecosystem; now, businesses rely on digital marketing more than ever. As per the report in Statista, by the year 2023, the number of active Indian internet users will reach approx. 666 million. Thus, when companies know this data, they understand the importance of the internet as a channel of marketing.

Digital Marketing Analytics Career in India

The digital marketing analytics job market is one of today's fastest-growing and the supply of skilled professionals is falling short of demand. Here, the working executives need a growth-opportunity to cultivate and build their skill-sets.



	Marketing Executive	Marketing Manager	Market Research Analyst	Brand Manager	New Product Manager	Advertising Manager	Marketing Communication Manager	Sales Manager
Minimum Salary	2	6	3	9	15	5.5	6.5	9.5
Maximum Salary	3	7	4	10	16	6.5	7.5	10.5

Source: Collegedunia

Average Digital Strategist Salary in India

10,00,000/year

Avg. Base Salary (INR)

10%	MEDIAN	90%
INR 227k	INR 1,000k	INR 6m

The average salary for a Digital Strategist is INR 10,00,000

Source: PayScale

Why Choose The DMA Programme?

The marketing landscape is dynamic and the margin of error is less. In the economic recovery from the pandemic, marketing—the link between businesses and their target customers, plays a pivotal role in bridging the knowledge gap.

IIM Nagpur DMA programme is creating porous marketing levels with modules that make participants plug and play. Each topic is built to raise participants' agility, resilience, and growth. This programme aims to equip marketing aspirants, hands-on simulation to upskill their learning levels.

Programme Overview

The 9-months Post-Graduate Certificate Programme in Digital Strategy and Marketing Analytics (DMA) by IIM Nagpur is designed for working executives aspiring to upskill their marketing skills. This era of unprecedented environmental dynamism of the hyper-connected world makes it necessary for managers to develop capabilities and manage uncertainties. The programme equips working executives with contemporary strategic marketing competencies and thought. It aims to develop competencies among managers by upskilling their existing industry know-how, making them future-ready.

Programme Glimpse

9 Months of Blended Learning

PG Certificate & Alumni Status

Learn from Industry Experts

Case Study based Learning

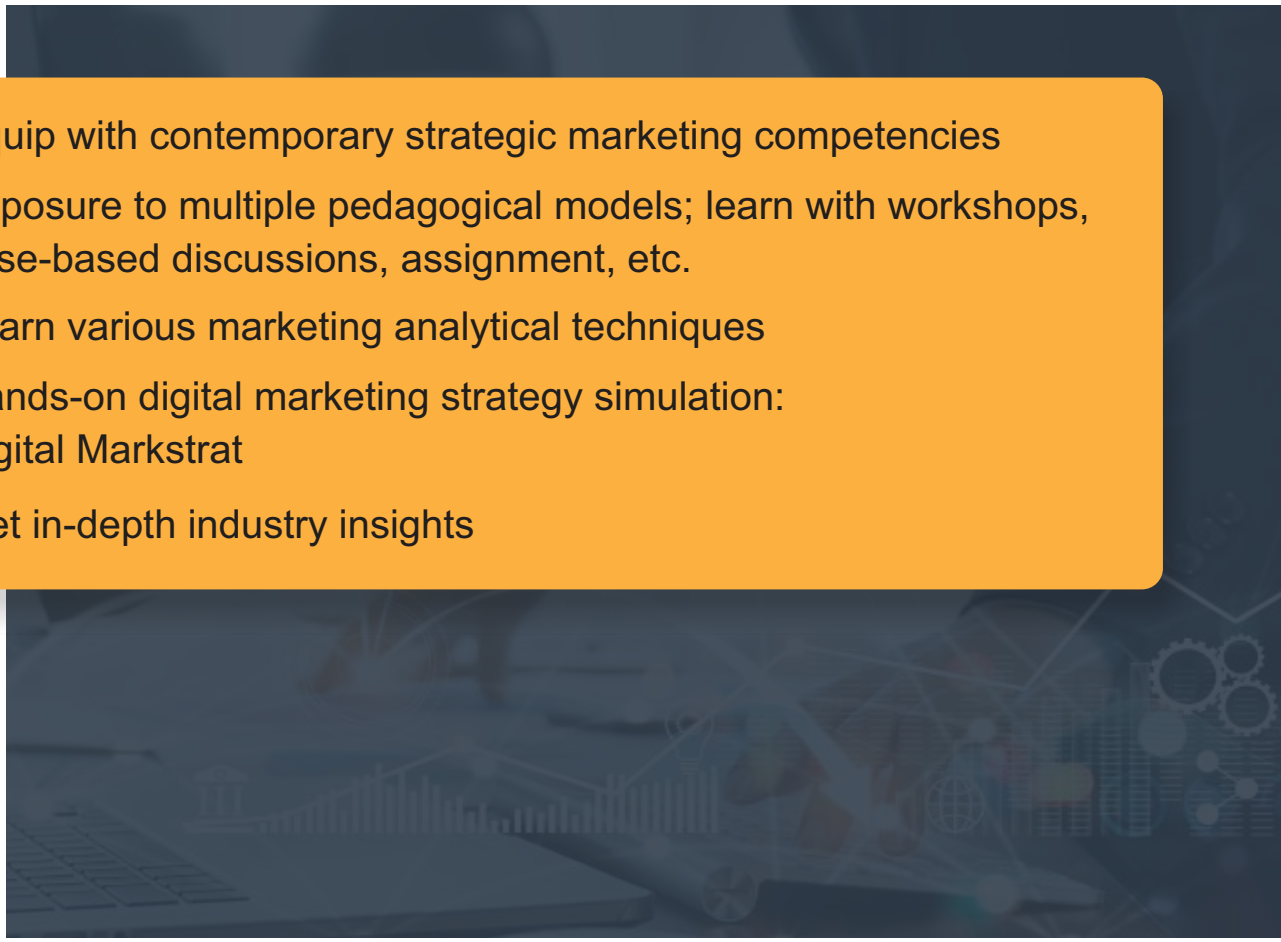
Digital Markstrat Simulations

Personal Mentorship & Consultation from Faculty

Programme Objectives

- Gain an analytical and functional understanding of marketing strategies
- Develop marketing skill-levels & simulation
- Learn strategic marketing tactics
- Explore cutting-edge marketing trends and techniques

Learning Outcomes



- Equip with contemporary strategic marketing competencies
- Exposure to multiple pedagogical models; learn with workshops, case-based discussions, assignment, etc.
- Learn various marketing analytical techniques
- Hands-on digital marketing strategy simulation: Digital Markstrat
- Get in-depth industry insights

Programme Content

Module Name	Module Topics
Refresher on the Basics of Marketing and Contemporary Marketing Thought	▪ Introducing the concept of value in marketing ▪ Transformation of Marketing in the digital world ▪ Basics of Digital marketing and analytics
Advances in Digital Marketing and Analytics	▪ Gleaning Critical Consumer Insights ▪ Marketing Analytics: Making Sense of Data ▪ Contemporary Qualitative Research for consumer insights: Workshop ▪ Capturing Value: Pricing Analytics and Optimization Workshop
Optimizing Integrated Communication Strategies in the Digital World	▪ Integrating the Brand in the communication mix ▪ Shifting brand personalities and challenges for communication ▪ IMC in an increasing machine (AI) integrated environment
Making Sense of Industries, Markets, and Devising Digital Marketing Strategies	▪ Market driving versus market-driven: Perspectives as relevant to highly volatile environments
Digital Marketing Strategy Simulation: Digital Markstrat	▪ Introduction to Marketing Strategy ▪ Situation analysis and identification of strategic objectives ▪ Introduction to Digital Markstrat: Simulation ▪ Interim review of the simulation ▪ Simulation debrief and participant presentation
Dissertation presentations and concluding the course	▪ Participant dissertations presentations

Specimen Certificate

Executive Education

IIM NAGPUR

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Indian Institute of Management Nagpur

[Roll No. 000000]

Certificate of Completion

This is to certify that

Participant Name

has successfully completed the

Post Graduate Certificate Programme in Digital Strategy & Marketing Analytics

held during / / to / /

Programme Director | Programme Director | Chairperson, Executive Education | Director, IIM Nagpur

POST GRADUATE CERTIFICATE PROGRAMME IN DIGITAL STRATEGY AND MARKETING ANALYTICS -IIM NAGPUR

for those who successfully complete the prescribed programme of Digital Strategy & Marketing Analytics and fulfill all the academic requirements.

Eligibility

- The candidate must hold a graduation degree, with a minimum of 50% marks or equivalent from a recognized university (national or international)
- Minimum 3 years of work experience

Programme Schedule

▪ Instructor led Virtual Classroom	Sundays from: 6:00 pm - 9:00 pm
▪ Campus Immersion	Campus visit* of 3 days towards end of the programme along with valediction

* Subject to prevailing government rules pertaining to the pandemic.

▪ Programme Start Date	18th July, 2021

Fee Structure

Application Fee	INR 1700/- + 18% GST
Programme Fee	INR 2,25,000/- + 18% GST
Installments Pattern	
1st Instalment - 7 days from the date of offer	INR 85,000/- + 18% GST
2nd Instalment - 10th October, 2021	INR 70,000/- + 18% GST
3rd Instalment - 10th January, 2022	INR 70,000/- + 18% GST

About Jaro Education

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Jaro Education is a leading Ed-Tech company and a pioneer in the executive education space with more than 2,00,000 alumni. Jaro Education has partnered with various Top B-Schools, Universities, and Premium Institutions nationally as well as internationally and has received multiple national-level awards for its exceptional contribution to education.

IIM Nagpur has empanelled Jaro Education for providing promotion and technical support to its online PG Certificate Programmes.

Contact Us

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