



IIM NAGPUR

भारतीय प्रबंध संस्थान नागपुर
Indian Institute of Management Nagpur

Batch-04

Creating Synergies: Strategy and Marketing Analytics

POST GRADUATE CERTIFICATE PROGRAMME IN DIGITAL STRATEGY AND MARKETING ANALYTICS

IIM NAGPUR



Marketing Partner

jaro education



DR. BHIMARAYA METRI

Director, Indian Institute of Management Nagpur

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. Its location in Nagpur, the Orange City, makes IIMN equidistant from the major metropolises – Delhi, Chennai, Kolkata, and 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. Its 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 specialised areas of management. We anticipate that these programmes would enable executives to fully realise 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.



BECOME A CHANGEMAKER:



Leverage Digital Strategy and Marketing Analytics for Growth

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The global digital marketing market size is projected to grow at a value of around

USD 1099.33 billion by 2032.

*Expert Market Research

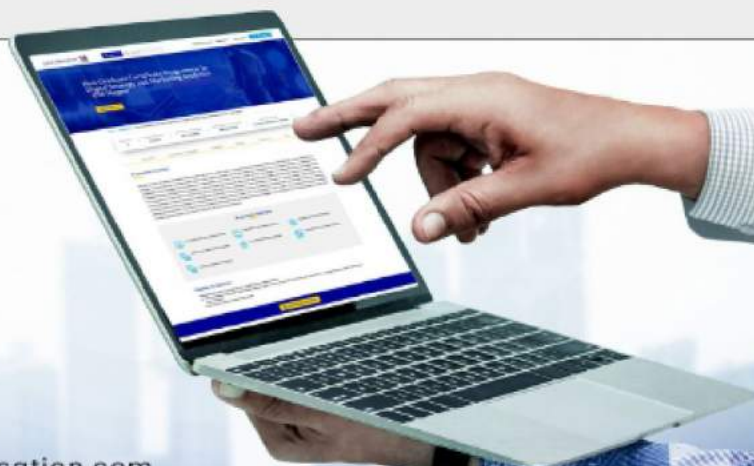
The India digital marketing market size was around **USD 5.15 billion in 2023**. The market is estimated to grow at a CAGR of 30.2% during 2024-2032 to reach a value of **USD 55.37 billion by 2032**.

*Expert Market Research

63% of businesses have already increased their digital marketing budgets in recent years. On top of this, **94%** of small businesses plan to increase their marketing spending in 2024.

*Forbes

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The current era of unprecedented environmental dynamism in the hyper-connected world drives transformational change. These ramifications of hyperconnectivity are causing power shifts in the global business landscape, making it necessary for emerging executives to develop their capabilities and manage uncertainties in the organization. In this context, cultivating a culture of adaptability and innovation is crucial, as the pace of change quickens and requires agile responses. Executives need to navigate uncertainty, using technology and data for well-informed decisions that meet the changing requirements of stakeholders. Embracing diverse perspectives and promoting cross-border collaboration are key tactics for success in this intricate environment.

Learn from the top-ranked institute, IIM Nagpur, the 9-month Post Graduate Certificate Programme in Digital Strategy and Marketing Analytics. This programme is designed for working executives looking to enhance their skills in digital strategy and marketing analytics. It aims to empower participants to become advocates and executives driving innovation in cutting-edge organizations. Through a mix of pedagogical methods including case-based discussions, simulations, lectures, role plays, and workshops, this programme equips executives with contemporary strategic marketing competencies. It is a valuable opportunity for growth-minded executives to enhance their industry knowledge and become future-ready.

KEY OBJECTIVES OF THE PROGRAMME ARE:



- Acquire a comprehensive understanding of marketing fundamentals and digital tools setting the stage for strategic prowess.
- Develop strategic thinking through an exploration of integrated marketing, design thinking and the nuances of service marketing.
- Hone analytical skills with a focus on pricing analytics consumer insights and the application of important metrics in omnichannel marketing.
- Gain proficiency in the realm of digital marketing through hands-on experience with cutting edge tools and techniques.
- Acquire advanced skills in digital marketing tools analytics and strategy through immersive simulations preparing for real world applications and challenges.



PROGRAMME HIGHLIGHTS



PG Certificate &
Alumni Status - IIM Nagpur



Learn from IIM Nagpur
Faculty & Industry Experts



Case Study-Based
Learning



Digital Markstrat
Simulation



Chamber Consulting
Sessions*

*Conducted course-wise subject to faculty's discretion and availability.

LEARNING OUTCOMES



01



Equip with contemporary strategic marketing competencies

02



Exposure to multiple pedagogical methods; learn with case-based discussions, hands-on simulation, workshops, etc.

03



Hands-on Digital Marketing Strategy Simulation: Digital Markstrat

04



Master essential digital Marketing Analytics Tools & Techniques

05



Get in-depth digital marketing insights



Who Can Attend?

The programme is ideal for mid-career executives and managers aiming to stay ahead in the fast-paced digital landscape.

- Marketing professionals seeking to enhance their digital strategy skills.
- Business owners looking to leverage digital marketing for growth.
- Advertising executives interested in maximizing ROI through data-driven approaches.
- Sales professionals eager to understand market trends.
- Entrepreneurs aiming to develop effective digital marketing strategies for their ventures.





MODULE-1

Fundamentals of Marketing - 1

- ▶ Introduction to Marketing
- ▶ Concept of Value in Marketing
- ▶ Introducing the concept of 4Ps

Fundamentals of Marketing - 1

- ▶ Introducing the concept of Segmentation, Targeting and Positioning

Marketing in a Digital World

- ▶ Customer Expectations in a Digital World
- ▶ Product, Markets, Business Models
- ▶ Digital Marketing v/s Traditional Marketing
- ▶ Technologies Used in Digital Marketing

Digital Marketing Tools and Techniques - 1

- ▶ Basics of Digital Marketing: Website Design, Elements of Going Digital for a Company
- ▶ Understanding Permission Marketing, Search Engine Optimization: Understanding SEO, On-page Optimization Activities, Off-Page Optimization Activities
- ▶ Website Development, Website Optimization, and Web Analytics

Design Thinking for Product Development

- ▶ Design thinking Elements, Process

MODULE-2

Services Marketing

- ▶ Introduction to services, service elements, service quality, and important metrics

Pricing Analytics

- ▶ Pricing analytics and important metrics

Integrated Marketing Communications

- ▶ Integrated marketing communication, Communication Mix, Integrating the Brand in communication mix, IMC in an increasing machine (AI) integrated environment



Sales and Omni Channel Marketing

- ▶ Introduction to sales, sales process, sales force management, sales performance metrics

MODULE-3

Qualitative Consumer Insights and Analytics

- ▶ Qualitative methods/tools for generating consumer insights

Brand Management

- ▶ Brands, Brand Elements, Brand Management

Digital Marketing Tools and Techniques - 2

- ▶ Search Engine Marketing
- ▶ Understanding the differences between search engines, directories, and pay-per-click advertising
- ▶ Key strategies and tactics to maximize search engine effectiveness
- ▶ Google AdWords, AdSense
- ▶ Google Analytics

Strategic Marketing

- ▶ Marketing strategies for different market conditions
- ▶ Strategic and tactical marketing, Porter's Competitive Strategy

MODULE-4

Consumer Insights and Analytics

- ▶ Capturing consumer insights and important metrics

Digital Marketing Tools and Techniques - 3

- ▶ Mobile marketing: Key factors in designing and managing Mobile Marketing Campaigns, Essential Mobile Campaign Metrics
- ▶ Social Media Marketing: Use of Social media Platforms for promoting Business
- ▶ Microsite and Blogging as a Digital Marketing tool
- ▶ Developing an ideal online campaign plan

PROGRAMME CONTENT



Digital Marketing Tools and Techniques - 4

- ▶ Advancements in Digital Marketing: Voice Search, ChatBots, Programmatic Advertisements
- ▶ Understanding the Emergence of Newer Platforms
- ▶ Applications of AI in Digital Marketing
- ▶ MarTech
- ▶ Designing a Digital Marketing Strategy

Marketing Analytics/Digital Marketing Strategy Simulation: Digital MarkStrat

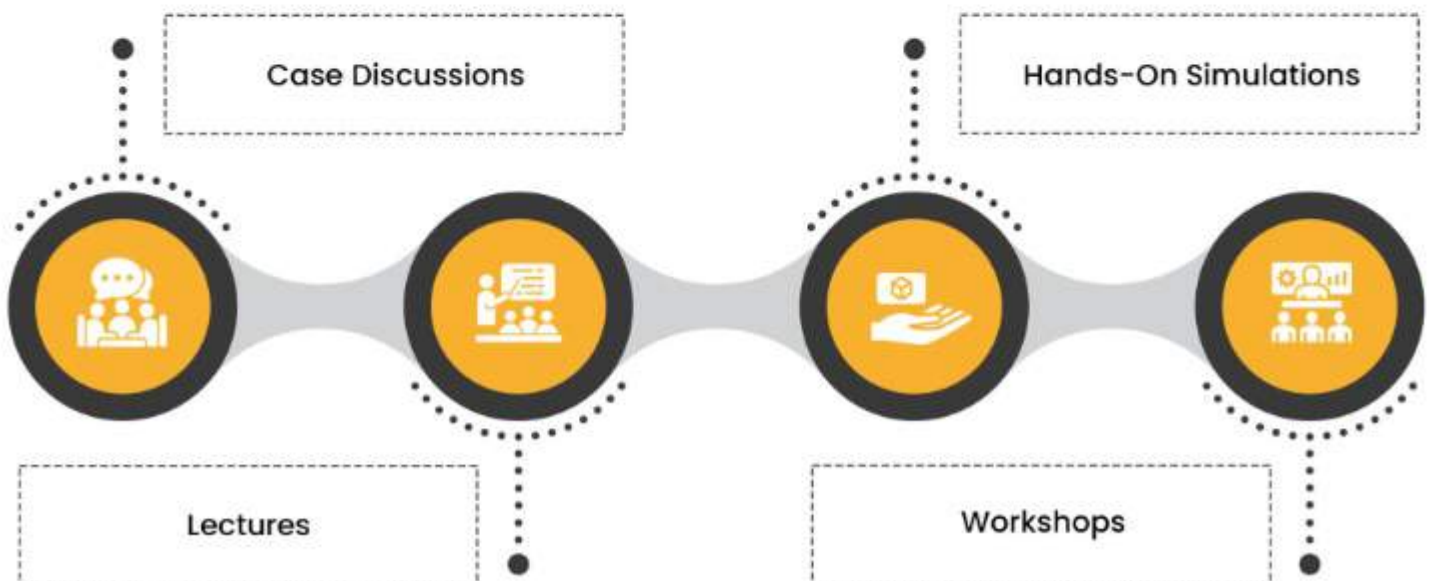
- ▶ Marketing Analytics Tools
- ▶ Market Basket Analysis
- ▶ Social Media Analytics Text Mining for decision making
- ▶ Digital Marketing Strategy Simulation

Dissertation presentations and concluding the course

- ▶ Participant dissertations' presentations

Note: This is an indicative list of course topics and is subject to change and may be updated or revised based as per IIM Nagpur's discretion.

PEDAGOGY



PROGRAMME DETAILS



Duration	9 Months
Delivery	Direct to Device (D2D) with Campus Immersion
Campus Immersion	3 Days of Campus Immersion

SESSION TIMINGS

Sundays, 10:00 am to 1:00 pm

ELIGIBILITY CRITERIA

- ▶ 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.



Application Closure Date | 30th July 2024

Commencement Date | 18th August 2024

FEE STRUCTURE

Application Fee - INR 2,006 (Including GST)

Total Programme Fee

(Excluding Application Fee)

INR 2,25,000/- + GST

Instalment Pattern

Instalment 1 : INR 85,000/- + GST
(6th Aug 2024)

Instalment 2 : INR 70,000/- + GST
(6th Nov 2024)

Instalment 3 : INR 70,000/- + GST
(6th Feb 2025)

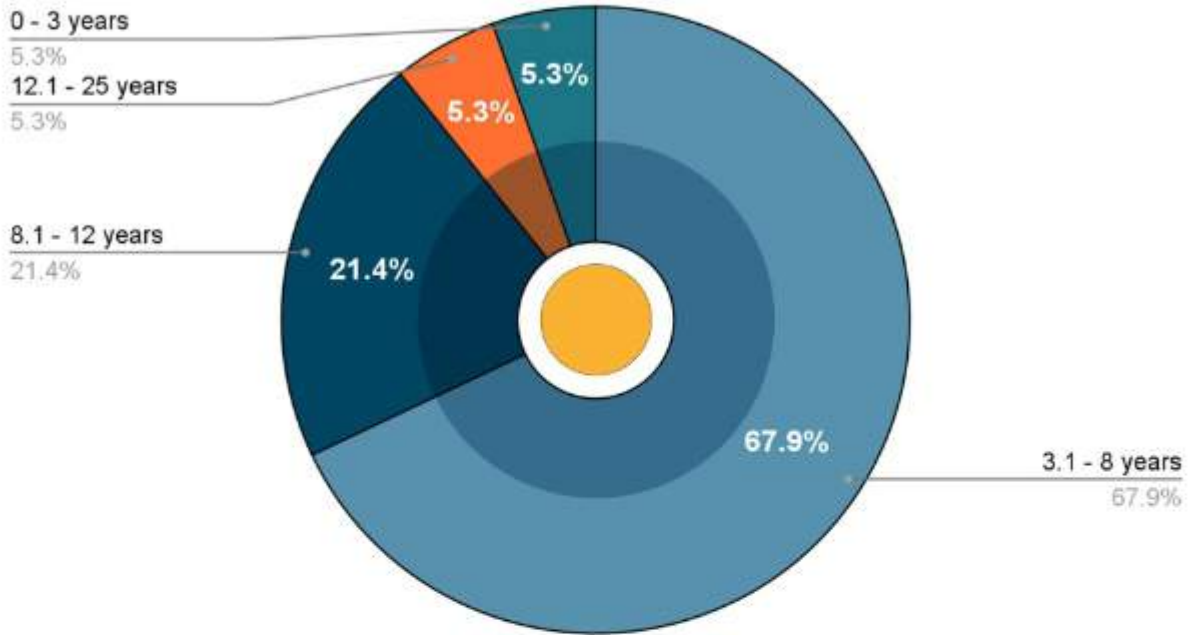


IIM Nagpur offers a “**Post Graduate Certificate Programme in Digital Strategy and Marketing Analytics**” for those who successfully complete the programme and fulfil all the requirements prescribed.

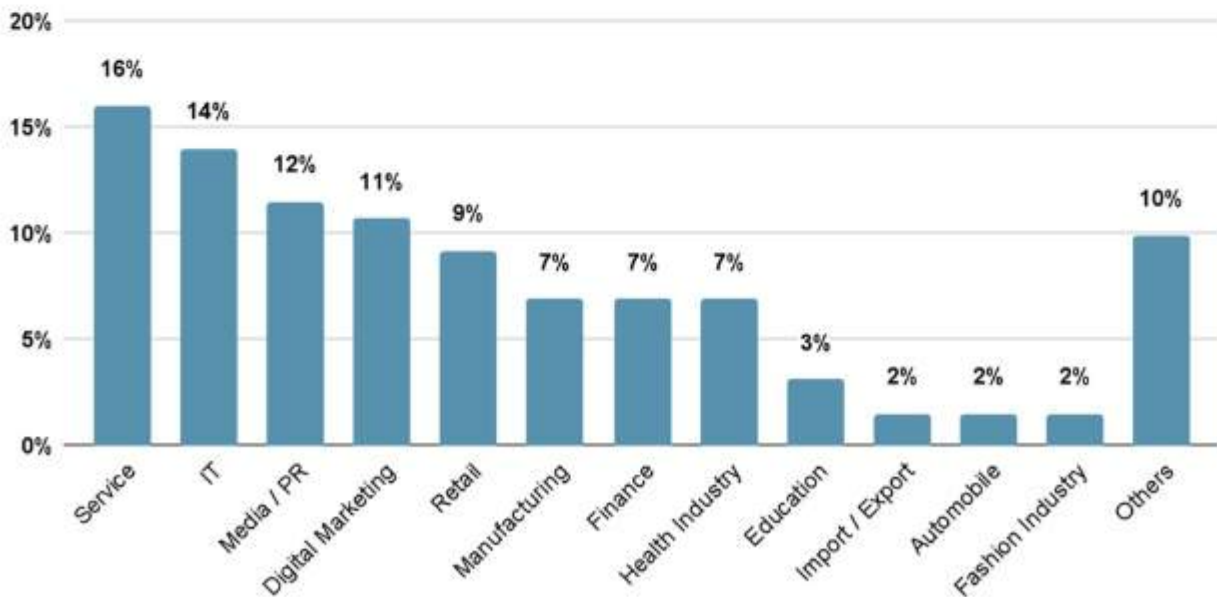




WORK EXPERIENCE



INDUSTRY WISE BIFURCATION



RECENT BATCH ANALYSIS



TOP COMPANIES WHERE OUR ALUMNI ARE WORKING AT:



amazon



upstox



cognizant



TOP PROFILES OF OUR ALUMNI:

Co-Founder/ CEO

Managing Director

Digital Marketing
Director

Marketing Head

Head of Sales

Digital Marketing
Manager

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.





PROF. VARSHA KHANDKER

Faculty member in the Marketing Area, IIM Nagpur

Prof. Varsha Khandker is a faculty in the area of Marketing. She holds a doctoral degree from the Indian Institute of Management Ahmedabad. Before joining IIM Nagpur, she worked as a faculty in Marketing at T A Pai Management Institute, Manipal. Prof. Varsha teaches Marketing Management, Marketing Research, Strategic Marketing, and Managing Markets at the Bottom of the Pyramid. She is a certified instructor for the marketing simulations, Digital MarkStrat, Markstrat and BrandPro by StratX (Paris). She is also certified by Harvard Business Publishing for teaching with simulations. She has presented papers at international academic conferences and is a reviewer for several academic conferences and journals. At IIM Nagpur, she has served as a member of the Board of Governors of IIM Nagpur for two consecutive terms (2019-20 to 2022-23). Prof. Varsha has served as the Chairperson- Admissions & Financial Aid Committee (2019-20 to 2021-22) where she spearheaded admissions to all the degree granting programmes of the institute. She has also been the Chairperson - Gender Issues Committee, Member - PGP Executive Committee and several other committees of the institute.



Digital Marketing



PROF. YATISH JOSHI

Faculty member in the Marketing Area, IIM Nagpur

Dr. Yatish Joshi is a faculty member in the Marketing area at IIM Nagpur. Before that, he worked at MNNIT Allahabad. Dr. Yatish has completed his Ph.D. at IIT Roorkee. He has secured and worked on externally funded projects and consultancies for various funding agencies and private organizations including the SPARC, Ministry of Education, Uttar Pradesh Council of Science and Technology, Enhansafe India, etc. He has also provided consulting services to several companies and start-ups regarding product design, packaging, and branding.

He has conducted several training sessions/MDPs for middle, senior, and top-level executives in marketing strategy, Research, simulation, Analytics, and social media marketing for various organizations such as Bharat Dynamics Ltd, BPCL, Nestle Food Safety Institute, The Audit and Accounts department of the government of India, etc. He has also served as a resource person for numerous training programs/Capacity Development Programs sponsored by AICTE/UGC, including those at Institutes of National importance and Government Training Institutes. Dr. Yatish Joshi has consistently published research articles in first-tier journals, including outlets listed in the Australian ABDC list of management journals and the Web of Science SCI and SSCI listed Journals. He is also the Recipient of the Emerald Literati Network Awards for Excellence 2017. Dr. Yatish has evaluated doctoral thesis and project proposals for a few foreign universities and funding agencies.



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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 approaches, which helps them excel in diverse spheres – be it management, business, policymaking, and public administration, to name a few.

IIM Nagpur aims to address the needs of a modern India; connecting aspirations and realities to attain benchmarks that are respected internationally. Our motto, सत्यं च स्वाध्यायप्रवचने च, that is, an inspiring 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.



ABOUT JARO EDUCATION



3,50,000+
Career Transformed

120+
Programs from
Diverse Domains

30+
World's Leading
Academic Partners

23+
Learning Centres across
India, USA & Singapore

18+
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
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The Business
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of the Year

Jaro Education is an edtech pioneer and 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.

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Our Admission Representative

MS. PRIYA RATHOD

+91-9766490273

Priya.rathod@jaro.in

www.jaroeducation.com

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Indian Institute of Management Nagpur

Connect with US Now!

Executive Education Office, IIM Nagpur

DR. SAPAN KUMAR SINGH

+91-7755995000

eepmr@iimnagpur.ac.in

www.iimnagpur.ac.in

