

Progress Through Performance in Digital Landscape

Post Graduate Certificate in

Digital Marketing & Growth

Batch 04



Framing the Future in Digital Marketing

"The advanced advertising profession scope in the Indian market will be valued at \$160B by 2025, which is multiple times the current worth."

*Goldman Sachs report

Highest Paying Jobs – Digital Marketing



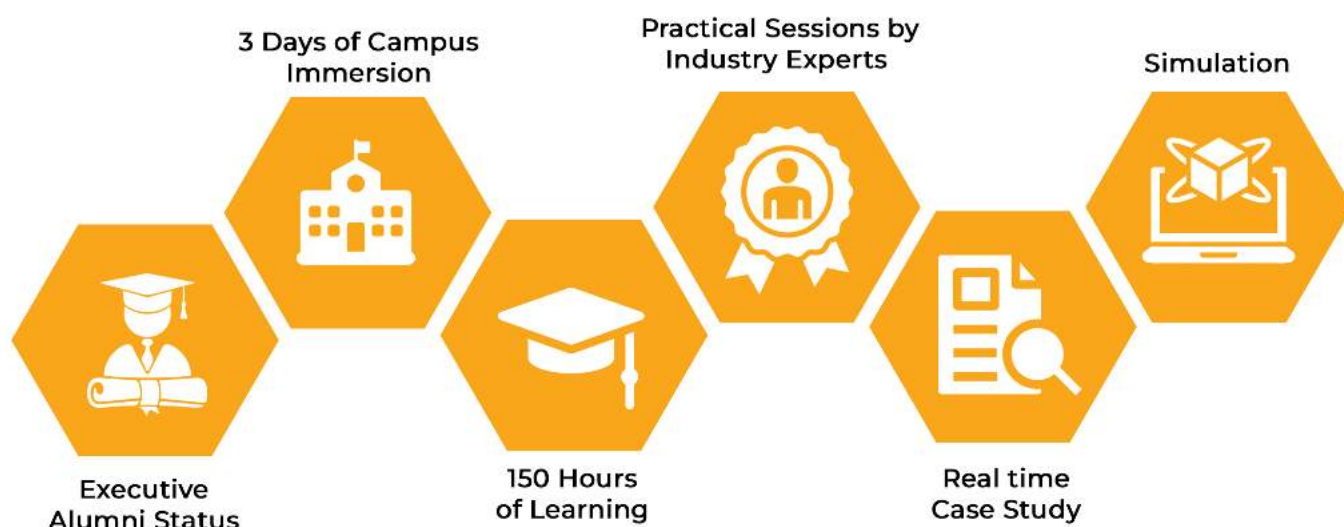
*Ambition Box 2024

Programme Overview

In the current era of digitalization, organizations need effective, profitable digital and social marketing strategies to enhance their reach and profitability. Digital and social media marketing have become essential elements of these strategies. From search engines, websites, Facebook, Instagram, LinkedIn, and YouTube to blogs, forums, Pinterest, and Snapchat, digital platforms have dominated the marketing and advertising landscape. While most major brands have a robust digital and social media presence, start-ups, SMEs, and even individuals are beginning to build their own brand presence online. The importance of digital and social media in modern marketing efforts can no longer be ignored. It's an integral component of almost all successful marketing strategies.

With this increasing emphasis on integrated digital and social media strategies, there is an irrefutable need for marketing professionals and organizations to have end-to-end expertise in these areas. Through case studies, simulations, interactive sessions, hands-on learning, and class exercises, participants will learn best practices and develop the skills to connect business objectives with digital and social media strategies, platforms, and tactics.

Programme Highlights



Understanding the concept of digital marketing

Using social media tools and platforms to design, manage, and optimize social media campaigns to promote growth

Hands-on practice with the latest tools and techniques:

- Google Analytics
- Website creation and optimization
- Google AdWords
- Search engine optimization (SEO)
- Search engine marketing (SEM)

Determining and using key metrics for evaluating the success of digital and SMM initiatives

Digital and social media marketing analytics

Understanding the concepts of social media and social media marketing (SMM)

Basics of marketing and understanding consumer behavior

Digital transformation of the business.

Learning Outcomes



Pedagogy



Assessment Criteria

| Components | Individual/Group | Weighted |
|------------------|------------------|----------|
| Quiz | Individual | 20% |
| Capstone Project | Group | 50% |
| Case Study | Individual | 30% |

Admission Criteria

Selections will be based on a detailed profile of the candidate, written in their own words, elaborating on their academic record, profile, designation, salary, roles, responsibilities, job description, and a write-up on "Expectations from the Programme."

Eligibility

Graduates (10+2+3) from a recognized university (UGC/AICTE/DEC/AIU/State Government/recognized international universities) in any discipline with a minimum of 1 year of work experience after graduation. Diplomas are not accepted.

Programme Content

Basic Marketing

- Basics Of Marketing
- Marketing Environment
- Marketing Plan
- Exploring Consumer Needs
- STP
- Perceptual Mapping
- Extended Marketing Mix

Consumer Behaviour

- Understanding Consumers
- Consumer Journey Mapping
- Enhancing Customer Experience
- Communicating With Consumers

Basics of Digital Marketing

- Evolution
- Terminologies
- Difference Between Traditional And Digital Marketing
- Importance And Scope Of Digital And Social Media Marketing

Search Marketing

- SERP
- Keyword Research
- Black Hat, White Hat, And Gray Hat SEO

On-Page SEO

- Website Optimization
- Meta Tag, H Tag, Alt Tag
- Internal Backlink
- Sitemap
- Robot.txt

Off-Page SEO

- Backlink Management
- Article Submission
- Blog Submission
- Map Listing
- Business Listing
- Social Backlink

Search Engine Marketing

- Banner Advertisement
- Display Advertisement
- PPC
- Bid And PPC Calculation

Google AdWords

- Account Creation
- Customer Research
- Campaign Creation
- Campaign Management
- KPIs Of Successful Campaign

Website Creation And Management

Google Analytics

- Setting up an Account
- Account Structure
- Tracking and Reporting

Google Tag Manager

- What is a Tag and what is GTM
- Setting up GTM
- GTM Structure
- Types of Triggers
- Advantages of GTM
- Measuring campaign effectiveness

Social Media Marketing

- Defining Social Media Marketing Elements of Social Media Marketing
- Social Media Vehicles
- Elements of Social Media Marketing Strategies
- Social Media Mix
- Social Media Campaign Management

Game Of Like And Share

- Facebook Marketing
- Facebook Page Creation
- Facebook Marketplaces
- Facebook Campaign
- Facebook Ad Creation

Linking Up for B2B

- LinkedIn Marketing
- LinkedIn Campaign
- Personal Branding using LinkedIn
- LinkedIn Ad Creation

Online Storytelling

- Instagram Marketing
- Insta Influencer
- Instagram Ad Creation

Hashtag World

- Twitter marketing
- Twitter campaign
- Twitter Ad Creation

YouTube Marketing

- Video Advertisement Creation

Contemporary Social Media Marketing Tools

- WhatsApp Marketing
- Snapchat Marketing
- Reddit Marketing
- Pinterest Marketing

Measuring Campaign Success with ROAS and ROI

- Goal Setting
- Understanding ROI Metrics
- Roi Calculation
- How to Optimise ROI

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- Goal Setting
- Understanding ROI Metrics
- Roi Calculation
- How to Optimise ROI

Digital and Social Media Analytics

- Analysing Customer Reviews
- Twitter Analytics
- Sentiment Analysis and Exploring Consumer Emotions
- Viral Marketing
- Selection of Optimal Channel for Advertisement
- Ad effect

Mobile Marketing

Affiliate Marketing

Influencer Marketing

Blogger Outreach

Online Aggregator

Content Marketing

Design Thinking

Email/Catalogue Marketing

- Creative Creation
- Email Campaign Management

Digital Transformation Of The Business

- Online Retailing And Aggregators
- P2P Platform Management
- Recommendation System
- Page Assortment
- Use Of AR, VR, And Metaverse For Enhancing Consumer Engagement



Unlock New Age Digital Techniques



Google Ads



Google Tag Manager



Instagram



Google
Search Console



facebook Ads



Analytics 360

You **Tube** Ads

Linked **in** ads



Ads



Programme Detail

| | |
|--------------------------|-------------------------------------|
| Duration | : 12 months 150 hours of learning |
| Mode | : Direct-to-Device |
| Commencement Date | : 13 th May 2025 |
| Application Closure Date | : Closing Soon |
| Schedule Timings | : Sunday, 2:00 pm to 5:00 pm |

Fee Structure

| Particulars | Total Fees (Amount in INR) |
|--|----------------------------|
| Application Fees | 1,500/- + GST |
| Total Fees (Excluding Application fees) | 1,90,000/- + GST |

Easy EMI Options Available

| Instalment Pattern | | |
|--------------------|----------------|--------------------------------|
| Particulars | Amount in INR | |
| Instalment 1 | 80,000/- + GST | As mentioned in the offer |
| Instalment 2 | 50,000/- + GST | 5 th August, 2025 |
| Instalment 3 | 60,000/- + GST | 5 th November, 2025 |



Programme Certification

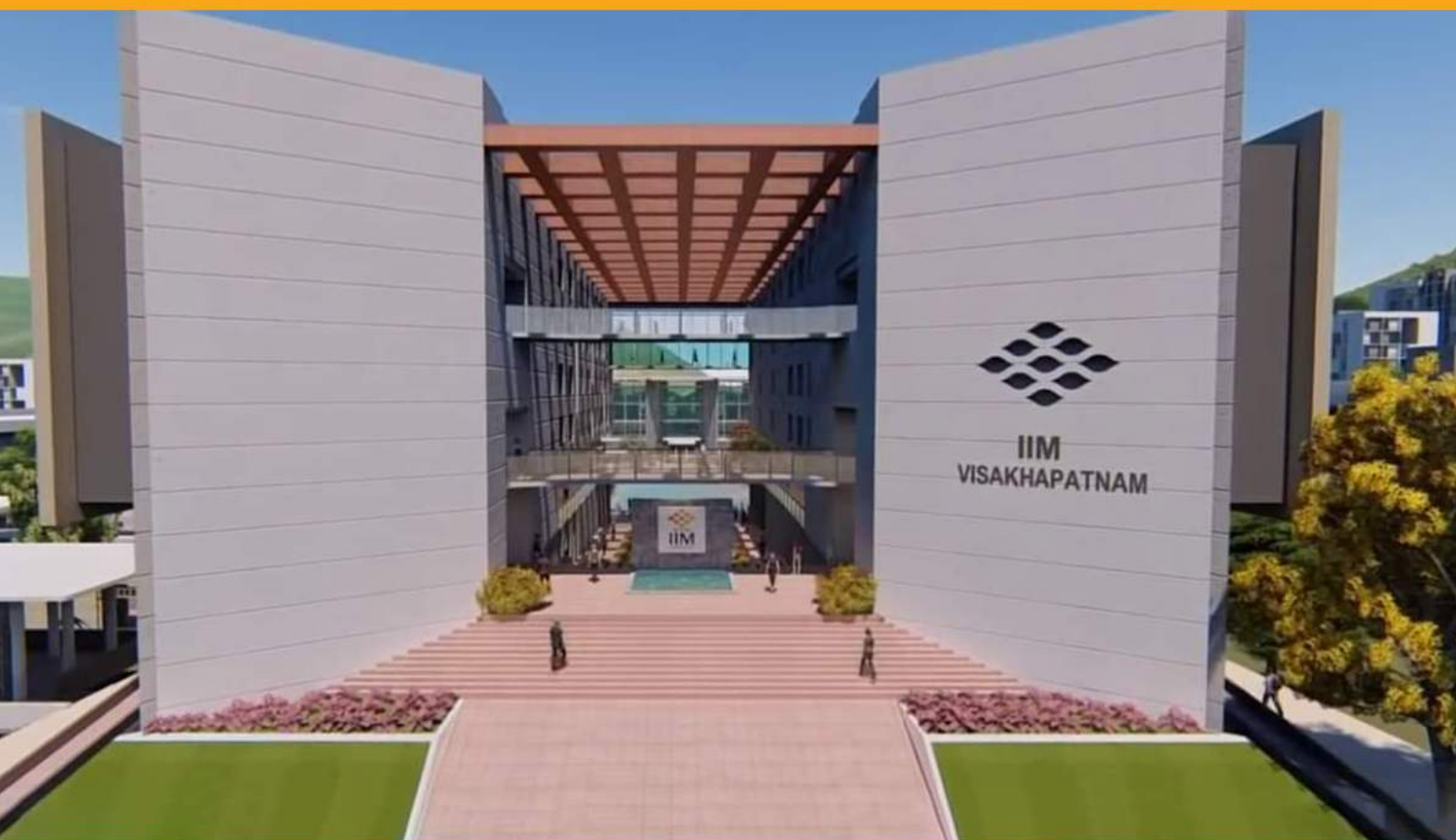
Participants who successfully meet the evaluation criteria and satisfy the requisite attendance criteria will be awarded a 'Certification of Completion'

“Post Graduate Certificate in Digital Marketing & Growth”.



After completing 70% attendance and 50% in the assessment, the participants will acquire a certificate of completion. Those who do not meet the prescribed programme criteria will only get a certificate of participation.

About IIM Visakhapatnam



Rating by Shiksha.com



Outlook ICARE
Rankings 2022



IIRF Rankings
2024



NIRF India
Rankings 2024

The Indian Institute of Management (IIM) Visakhapatnam is designated as an Institution of National Importance under the IIM Act of 2017. Its overarching goal is to achieve global excellence in management and management research. The Institute's activity profile is constantly expanding in scale and scope, offering distinct academic and research programme to meet current and emerging opportunities in the industry and government. In order to strengthen its credibility as a knowledge-driven entity, the IIM Visakhapatnam aims to rank among the top 20 business schools in the country within the next five years.

Know the Facilitators



Prof. Amit Shankar

Programme chair and Associate Professor in the area of marketing at IIM Visakhapatnam
Ph.D. in Marketing from Vinod Gupta School of Management, IIT Kharagpur

Prof. Preeti Virdi

Assistant Professor in the area of marketing at IIM Visakhapatnam
Doctorate degree in Marketing from Shailesh J. Mehta School of Management, IIT Bombay



Prof. Pankaj Vishwakarma

Programme chair and Assistant Professor in the area of marketing at IIM Visakhapatnam
Ph.D. degree from IIT Kharagpur

Prof. Jyotsna JH

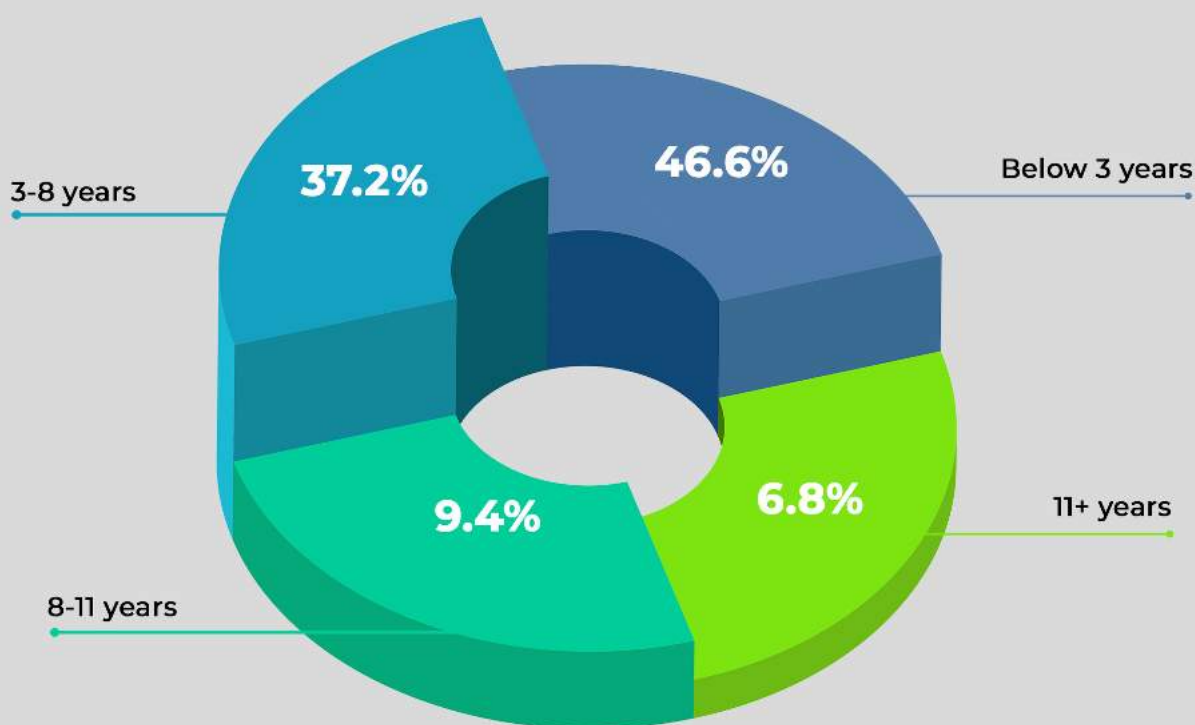
Assistant Professor in the area of marketing at IIM Visakhapatnam
Dual degree (MS and PhD) from IIT Madras



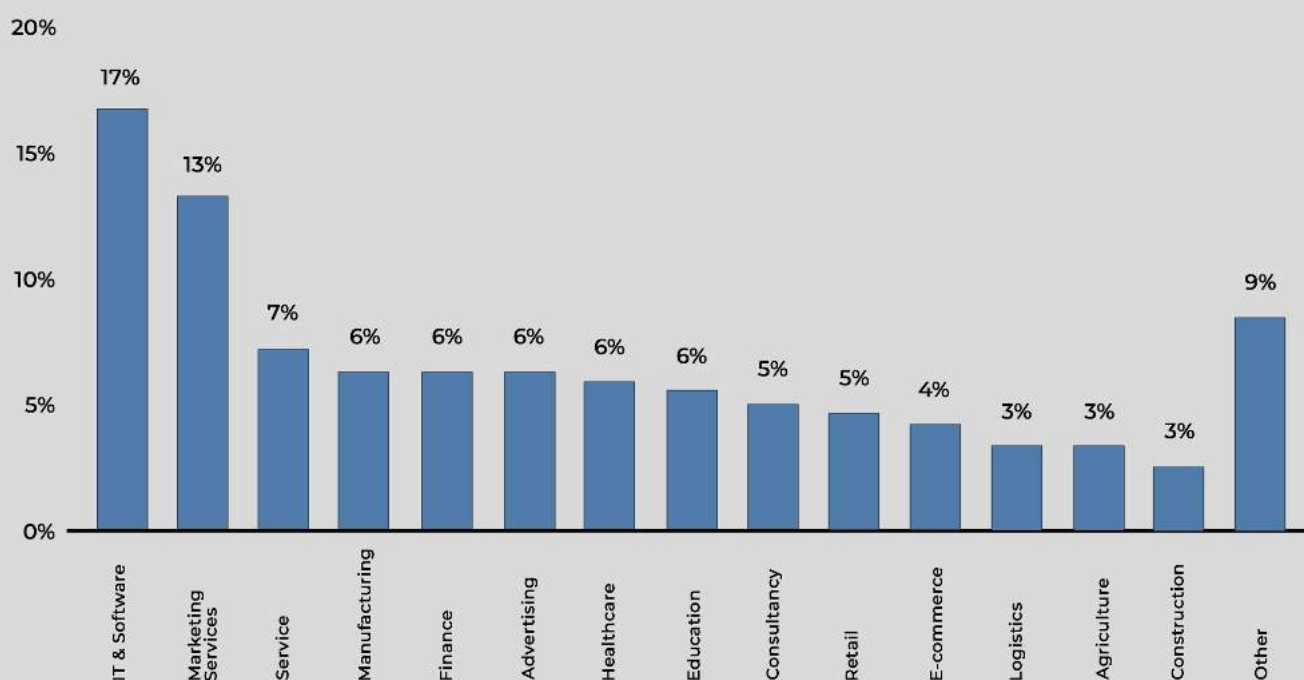
Prof. Malavika R Harita

Adjunct Faculty at IIM Visakhapatnam
Founder & CEO at Brand Circle
PG Diploma in Digital Business from Columbia Business School and MIT Sloan School
IIM Bangalore- Executive Education Program in Teaching Methodologies
Institute of Directors- Certified Corporate Directorship Program
Columbia Business School- Diploma in Digital Marketing: Customer Engagement, Social Media, Planning & Analytics
London School of Economics- Program on Globalisation by Lord Meghnad Desai Gurukul
Chevening Scholar
IIM Bangalore- PG Diploma in Management Specialised in Marketing and Finance

PAST EXPERIENCE OF PROFESSIONAL



INDUSTRY PROFILE OF PROFESSIONAL



Recent Batch Analysis

Top Companies Where Our Alumni are Working at:



Top Profiles of Our Alumni:



•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 above list is partial.

Hear from the Alumni



Mr. Soumarjya Dutta

"I was inspired to join the programme from IIM Visakhapatnam because of its strong focus on leadership, strategic thinking, and real-world business applications. I was particularly drawn to its blend of theoretical knowledge and practical case studies, which aligned well with my career aspirations. The blend of case-based learning, exceptional faculty, and vibrant networking opportunities deepened my strategic thinking and leadership skills. Jaro Education's commitment to student success made the journey seamless and rewarding. I strongly recommend this programme to aspiring professionals eager for impactful growth. I wholeheartedly recommend this programme to anyone aiming for significant professional growth."



Ms. Shylaja Rishan

"I'm thrilled with the Post Graduate Certificate in Digital Marketing and Growth from IIMV! My goal was to bridge the skill gap and become an IIM-certified digital marketing professional. The faculty is incredibly supportive, making complex concepts accessible. I wholeheartedly recommend this programme—there's a booming demand for skilled digital marketers in today's social media-driven world! I am genuinely impressed by the exceptional work ethic and professionalism demonstrated by the Jaro Education team and wholeheartedly recommend them to my friends, praising their authenticity and commitment to excellence."



Glimpse of Previous Campus Immersion



Career Assistance by Jaro Education



Resume Building

Our service includes meticulous creation and refinement of resumes, aligning them with corporate standards to effectively showcase your skills and achievements. Through expert resume optimization, we enhance your professional narrative and craft an ATS-friendly resume to help you stand out in a competitive landscape.



LinkedIn Profile Optimization

We offer tailored recommendations to elevate your LinkedIn profile, strategically designed to maximize visibility and foster meaningful connections with industry leaders. Our approach ensures that your online presence reflects the professionalism and expertise that define your career trajectory.



Career Enhancement Sessions

Our exclusive Jaro Connect platform offers corporate engagements, providing access to immersive bootcamps and masterclasses on the latest industry trends led by esteemed experts. These sessions empower participants to stay up-to-date with evolving market dynamics while honing professional skills, ensuring success in today's fast-paced business environment.

Note: Neither IIM Visakhapatnam nor Jaro Education guarantees or promises a job or advancement in your current position. Career Services are provided solely as a resource to help you proactively manage your career. Jaro Education provides the Career Services described here, while IIM Visakhapatnam is not involved in any way and makes no commitments regarding the services mentioned above.



About Jaro Education

3,50,000+
Career Transformed

150+
Programs from
Diverse Domains

30+
World's Leading
Academic Partners

23+
Learning Centres across
India, USA & 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



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 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.

Jaro Education's Presence

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

CONNECT

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