INDIAN INSTITUTE OF
MANAGEMENT LUCKNOW

Executive Program In

Strategic Digital Marketing with MarTech & AI

Designed for mid–senior professionals who want to lead digital-first growth.

Weekend Live Classes
+ Campus Immersion

Duration:
9-Month

Learn from
IIM Lucknow Faculty

Why Professionals Across the Industry Choose This Program?

This program helps experienced professionals transition from managing activities to leading digital marketing strategies with clear business intent.

The focus is on guiding initiatives, setting direction, and ensuring measurable organisational impact.

Top-Ranked IIM Lucknow Credibility

Earn an executive credential from one of India's most respected management institutions. The IIM Lucknow association adds lasting credibility to your leadership profile and professional standing.

Taught by IIM Faculty & Industry Experts with Deep Industry Perspective

Learn from IIM Lucknow faculty with **18+ years of academic and industry exposure** in marketing and leadership. Their teaching blends rigorous frameworks with real business contexts faced by senior decision-makers.

Strategic Understanding of Digital Marketing & with MarTech & AI

Develop a high-level understanding of how digital marketing with MarTech and AI influence strategy, competition, and growth. The program emphasises leadership perspectives and decision-making, not operational or tool-level training.

Integrated View of Modern Marketing Leadership

Understand how digital, brand, consumer behaviour, analytics, and AI connect to shape business outcomes. Gain the ability to interpret performance insights and align marketing strategy with organisational priorities.

AI for Marketing: A Competitive Edge

Leverage AI for campaign intelligence, automation, personalization, and performance optimization. Gain executive-level mastery of AI-driven marketing frameworks, advanced analytics, and strategic decision models used by modern growth leaders.

IIM Lucknow Campus Immersion + Peer Network

Experience IIM Lucknow on-campus learning and build high-value connections with ambitious professionals. Engage in executive interactions, case-led discussions, and elite networking designed to sharpen leadership perspective in AI-powered digital marketing.

Why Digital Marketing with MarTech + AI Matters for Your Career?

30% YoY Digital Growth: Companies Need Skilled Talent

Traditional media is slow. **Digital media** keeps **rising at 30%+**. Companies need people who can **manage growth using data and automation.**

50% Digital Ad Spend: Marketing Has Fully Moved Online

Digital is now India's biggest ad channel. Brands want marketers who can run **AI-led, data-driven campaigns** at scale.

$1 Trillion Global Digital Spend by 2030: Big Roles, Bigger Salaries

The world is going for an **AI-first approach.** High-impact roles now expect **AI marketing skills,** smart analytics, and fast execution.

100× Growth in MarTech Tools: Recruiters Need Experts

The **MarTech ecosystem** has **expanded 100×** since 2011, **driven by AI, automation, and data platforms.** Companies are actively hiring professionals skilled in MarTech and AI to drive modern digital marketing.

26.7% CAGR AI Marketing Growth: Automation is the New Standard

The **AI-in-marketing** is set to grow at 26.7% CAGR by 2034. From **AI-generated content** and predictive analytics to automated SEO, **agentic AI systems run marketing operations faster** than traditional methods, and companies want professionals who can lead this shift.

What You Gain From This Program?

Strategic Perspective from IIM Lucknow

Develop a leadership-level understanding of modern digital and AI-influenced marketing, grounded in IIM Lucknow's academic rigour. Gain clarity on how strategy, consumers, and technology intersect to shape long-term business value.

Executive-Level Marketing Decision Frameworks

Learn structured frameworks used by senior leaders to assess initiatives, prioritise investments, and align marketing with business objectives. Strengthen your ability to guide teams and partners with confidence and strategic direction.

Peer Learning with Experienced Professionals

Engage in high-quality discussions with mid- to senior-level professionals from diverse industries. Benefit from shared experiences, perspectives, and insights within an IIM executive learning environment.

Inside the IIM Lucknow Campus Experience

Step into a **globally recognised 200+ acre campus**, through exclusive IIM Lucknow campus immersion.

Elite Network That Opens Doors

Join a 10,000+ alumni network across McKinsey, BCG, Google, Amazon, Deloitte, and more. Build relationships with CXOs, founders, and senior leaders who actively mentor and hire.

Faculty-Led Academic Sessions

Participate in thoughtfully designed classroom sessions led by IIM Lucknow's senior faculty, known for combining academic depth with real-world perspective. The emphasis is on structured thinking, critical discussion, and leadership-level understanding.

Case-Based Discussions and Strategic Dialogues

Explore complex business situations through carefully curated cases and moderated discussions. These sessions encourage analysis, multiple viewpoints, and informed debate—mirroring how decisions are shaped in senior leadership settings.

The IIM Lucknow Academic Environment

Experience an academic ecosystem built for focus, reflection, and meaningful exchange. The campus culture supports disciplined learning, peer interaction, and intellectual engagement beyond the classroom.

Who This Program Is Designed For?

Designed for mid–senior professionals who want to lead digital-first growth with greater strategic clarity. The program strengthens leadership capability in navigating digital and AI-influenced marketing decisions at scale.

Marketing Leaders & Functional Heads

Enhance your ability to set direction, evaluate performance, and lead digital marketing initiatives across teams and functions.

Outcome: Clearer strategic oversight and stronger alignment between marketing and business priorities.

Marketing & Brand Managers

Shift from managing activities to shaping integrated, data-informed marketing strategy.

Outcome: Broader leadership perspective and readiness for senior marketing roles.

Growth, Product & Category Managers

Develop a deeper understanding of customer strategy, growth levers, and cross-functional impact.

Outcome: Improved ability to influence decisions tied to revenue, retention, and long-term growth.

Consultants & Strategy Professionals

Strengthen your advisory approach with a structured, leadership-level view of digital marketing with MarTech and AI-led change.

Outcome: Higher-value client conversations and more strategic engagement with senior stakeholders.

Entrepreneurs & Business Owners

Build the strategic confidence to guide marketing decisions without reliance on execution teams or external agencies.

Outcome: Better control over growth direction and marketing investments.

Senior Professionals Preparing for Leadership Roles

Develop an executive-level marketing perspective aligned with organisational goals and P&L responsibility.

Outcome: Greater readiness to step into broader leadership and decision-making roles.

Program Curriculum

Go beyond tactics with a rigorously structured learning journey that evolves from core digital frameworks to high-level growth strategy and leadership.

Module 1: Introduction to Marketing in the Digital Era

What you'll learn

- How digital technologies and DTC brands have reshaped modern marketing practices
- Risks and limitations of digital-first marketing innovations across industries
- Why certain traditional marketing principles remain critical for long-term success
- How incumbent brands must adapt marketing strategies to compete effectively

Outcome
Build strategic perspective on digital disruption while retaining core marketing fundamentals.

Module 2: Creating the Digital Product / Service

What you'll learn

- How to clearly define and prioritize target audiences for digital products
- Methods to understand consumers and build actionable customer personas
- How modern consumers evaluate, compare, and choose products digitally
- How to craft compelling value propositions aligned with customer expectations

Outcome
Design customer-focused products and value propositions aligned with real market needs.

Module 3: Sales and Distribution in the Digital Era

What you'll learn

- How selling works in digital environments through structured marketing funnels
- How distribution strategies have evolved with digital platforms and marketplaces
- Differences between multi-channel and omni-channel distribution models
- How to select the right channels based on business goals and customer behavior

Outcome
Structure scalable sales and distribution strategies across digital and physical channels.

Module 4: Digital Communication for Customer Acquisition

What you'll learn

- Fundamentals of content marketing and its role in customer acquisition
- Differences between paid, owned, and earned media and when to use each
- Key paid media channels and their strengths, limitations, and best-use scenarios
- How SEO, social media, and inbound marketing drive sustainable customer acquisition
- How influencer marketing and content partnerships support brand credibility and reach
- How to create performance-driven and brand-driven digital media plans
- Overview of advertising formats and opportunities within OTT platforms

Outcome
Plan efficient, consistent customer acquisition strategies across platforms and media formats.

Module 5: Digital Analytics

What you'll learn

- How to measure and evaluate success of digital marketing campaigns
- How attribution models improve accuracy in marketing performance measurement
- Key factors influencing digital marketing budgets and investment decisions
- Differences between short-term performance metrics and long-term brand impact metrics

Outcome
Measure and evaluate marketing effectiveness using metrics linked to business outcomes.

Module 6: AI in Marketing

What you'll learn

- How AI creates measurable value in digital marketing execution
- Applications of AI in marketing communication and content validation
- How AI and machine learning support smarter marketing strategy decisions
- How AI enables personalization while maintaining brand consistency

Outcome
Apply AI selectively to improve marketing effectiveness and decision-making quality.

Module 7: Marketing Operations & Automation

What you'll learn

- Role and importance of Customer Data Platforms in modern marketing operations
- How automation improves efficiency across marketing workflows and campaigns
- How MarTech enables a unified and consistent customer view
- Principles for managing a flexible, composable marketing technology stack

- How dashboards and data visualization support executive-level reporting

Outcome
Improve marketing execution through structured operations and integrated technology systems.

Module 8: Engaging Customers

What you'll learn

- Why customer retention is as important as acquiring new customers
- Digital media strategies that help reduce churn and increase engagement
- How personalization and storytelling strengthen customer relationships
- How brand communities and gamification drive long-term engagement

Outcome
Strengthen customer relationships and loyalty through structured digital engagement strategies.

Module 9: Capstone Project & Leadership

What you'll learn

- Ethical challenges including misinformation and responsible digital marketing practices
- Key trends shaping the future of marketing leadership and technology
- Hands-on experience through an end-to-end digital marketing simulation

Outcome
Apply end-to-end digital marketing learning through a leadership-focused capstone project.

Disclaimer: Modules/topics are indicative only, and it may be dropped/modified by the institute for individual cohorts.

Learn From Leaders Who Shape the Marketing Industry

Prof. Anirban Chakraborty:
Marketing Professor

- Prof. Anirban, with 15+ years of experience, has been repeatedly recognised as Best Marketing Faculty at IIM Lucknow.
- Prof. Anirban has trained senior leaders at Kotak Life, YUM Foods, Glenmark, Angel One, IOCL, SBI, India Post and other major organisations.
- Prof. Anirban has published influential research on digital consumer behaviour in top global journals such as IJIM, TFSC, Journal of Business Research, Psychology & Marketing, and British Journal of Management.
- Prof. Anirban has led multiple executive education programs for India's largest BFSI, FMCG and public-sector enterprises.

Prof. Rajesh K. Aithal
Marketing Professor

- Prof. Aithal brings 18+ years of combined industry and academic experience, with a fellowship from IRMA.
- Prof. Aithal has advised FMCG, telecom and automobile companies on sales, distribution and rural go-to-market strategy.
- Prof. Aithal has trained executives across leading consumer and mobility brands.
- Prof. Aithal has published research widely in respected national and international marketing journals.

Shaping Tomorrow's Digital Marketing Leaders

IIM Lucknow brings a new-age marketing program to impart contemporary skills in digital marketing, marketing analytics, and applications of AI in marketing, giving you strategic clarity and industry-respected credibility.

In this program, you get the best of both: IIM Lucknow's depth of marketin knowledge and expertise, coupled with Imarticus' industry insights through masterclasses. This ensures you understand the foundations of the new age marketing strategy and achieve execution excellence.

"At IIM Lucknow, we recognise that modern marketing leadership requires both strategic insight and the ability to apply data-driven and AI-enabled practices. Our collaboration with Imarticus Learning allows us to combine academic depth withcontemporary industry practices. It will prepare the participants to effectively navigate the emergent business landscapes."

-Prof. Madhumita Chakraborty
Professor, Finance and Accounting | IIM Lucknow

"The rapidly evolving business environment and changing consumer behaviour demand analytical rigour, integration of AI in the digital marketing initiatives and marketing workflow automation for effective marketing interventions. We are delighted to partner with IIM Lucknow to impart a world-class learning experience to augment and refurbish the skills of today's marketers. Through this collaboration, we ensure learners benefit from IIM Lucknow's academic excellence while gaining hands-on exposure to modern marketing workflows, tools, and real-world execution from the practitioners."

-Nikhil Barshikar
Founder & MD, Imarticus Learning

Get IIM Lucknow Certification on Successful Completion

Roll Number:

Indian Institute of Management Lucknow

Management Development Programme

This is to certify that

_____

has successfully completed the certificate course on

Executive Programme In Strategic Digital Marketing with MarTech & AI

Program Director | Program Director | Chairperson - MDP

*

Programme Delivery in Online Live synchronous mode with campus immersion

ADMISSION PROCESS

- Apply by paying registration fees
- Submit documentation for getting shortlisted
- Receive coveted admission offer letter
- Pay 1st instalment to secure admission

Program Fees Structure

Program Fees

₹ 2,25,000+ GST

(EMI options are available)

Instalment Schedule

Registration Fees:	₹ 25,000 + GST*
1st Instalment:	₹ 66,666 + GST*
2nd Instalment:	₹ 66,666 + GST*
3rd Instalment:	₹ 66,668 + GST*

*Inclusive of non-refundable application fees of 2500 + GST.

Ready to Become Digital Marketing Expert?

Stay relevant, competitive, and future-ready with IIM Lucknow's industry-aligned Digital Marketing with MarTech & AI program.

Connect With Us

info@imarticus.org

https://imarticus.org/

Enroll Now