



IIT Roorkee



IMARTICUS
LEARNING

Advanced Certification in **Digital Marketing and MarTech**



Build a successful
career in Digital Marketing
and MarTech from IIT Roorkee

4.5 MONTHS

About The **Advanced Certification in Digital Marketing and MarTech**

The Advanced Certification in Digital Marketing and MarTech has been designed in collaboration with IIT Roorkee, and industry leaders to provide a cutting-edge experience to candidates who wish to enter the digital marketing and MarTech industry.

Digital marketing enables enterprises to connect with their potential and existing customers using different channels such as social media, email, applications, etc. In the marketing field, there is a shortage of professionals with relevant skills for the virtual world which has lately been the primary way of engagement. This certification gets you ready for high-demand job roles such as Digital Marketing Manager, SEO Executive, Social Media Marketing Executive, Conversion Rate Optimiser, SEM Specialist, etc.



Program **Highlights**



IIT Roorkee Association

Imarticus is extremely proud to partner with IIT Roorkee, which is amongst the foremost institutes of national importance in higher technological education. Since its establishment, the institute has played a vital role in providing the technical manpower and know-how to the country, in pursuit of research.



Engaged Learning

To continue engaged learning, the program employs methodologies including projects, case studies and live examples from recent digital marketing events that will help you to realise your career aspirations.



Forward-looking Curriculum

You will learn not just the foundational elements of marketing and digital marketing but also the advanced components such as analytics for digital marketers, the future of digital marketing with components such as AI in Marketing, AI-based Automation, etc.



Peer Learning and Networking

Given the nature of the program, you will meet, learn and build relationships with some of the leaders in the industry who will embark on this journey with you. You will also build meaningful connections with your peers and other industry professionals through networking that will be beneficial for your career.

Program **Objectives**

01

Impart a **deep understanding of topics** across digital marketing and MarTech spectrum including analytics for digital marketers, augmented reality/virtual reality in marketing, search engine marketing, etc.

02

Build the **next generation of leaders in digital marketing** through a strong curriculum, case studies and interactions with industry professionals with over decades of experience in the industry.

03

Provide an opportunity to experience a **world-class campus immersion program** at IIT Roorkee and achieve your aspirations by transforming into a digital marketing and MarTech expert.

Program Curriculum

Introduction to Marketing

- ▶ Role of Marketing
- ▶ Consumers and Consumption
- ▶ Segmentation, Targeting and Positioning
- ▶ Designing Products and Services
- ▶ Pricing and Channels
- ▶ Using Communication to Engage Customers

Digital Marketing Perspective

- ▶ Introduction to Digital Marketing Basics
- ▶ Digital vs. Traditional Marketing
- ▶ Why Care About Digital Marketing?
- ▶ Revisiting Marketing Mix: Digital Perspective with Case Study
- ▶ Opportunities in Digital Marketing in India

Understanding the Digital Customer

- ▶ Personas in Digital Marketing
- ▶ Developing, Using and Refining Personas
- ▶ The Personas and User Journeys
- ▶ Consumer Journey Mapping Frameworks
- ▶ Digital Marketing Mix and Digital Models
- ▶ Case-based Discussions

Website Design

- ▶ Site Content and Design
- ▶ Rules and framework
- ▶ Creating a WordPress/Canva Website
- ▶ Usability Testing, Launch and Management

Search Engine Marketing: SEO and Paid

- ▶ Basics of SEO: On-page and Off-page
- ▶ Methods and Best Practices for Traffic
- ▶ Building
- ▶ Website Optimisation
- ▶ Use of Backlinks
- ▶ Paid and Organic Search
- ▶ Choosing the Right Keywords
- ▶ Keyword Research Tools
- ▶ Google Adwords
- ▶ Set Up, Manage and Optimise a Google Ad Campaign
- ▶ Google Analytics

Program Curriculum

Content Marketing

- ▶ Content Marketing Ecosystem
- ▶ Using Content for Storytelling
- ▶ Content Strategy - Message Architecture and Thought Leadership
- ▶ Producing, Optimising, Distributing and Integrating Content
- ▶ Content for Blogs and Videos
- ▶ Integrated Content Marketing
- ▶ Copywriting for Social Media

Email Marketing

- ▶ Adding Email to Marketing Strategy
- ▶ Email: Branding and Retention Tools
- ▶ Email Marketing as a Process
- ▶ Contacts and Lists
- ▶ Effective Email Strategy

Social, Mobile and Influencer Marketing

- ▶ Social Media Marketing - Trends
- ▶ Social Media Marketing as Content Marketing
- ▶ Paid, Earned and Shared Media
- ▶ Social Media Landscape and Platforms - An Overview
- ▶ Social Media Strategy and Selecting the Right Channels
- ▶ Publishing on Social Media
- ▶ Interacting with Customers on Social Media
- ▶ Facebook, Instagram and Snapchat Marketing
- ▶ Twitter, LinkedIn and Youtube Marketing
- ▶ Mobile Advertising
- ▶ Influencer Marketing

Media Planning and Buying

- ▶ Preparing a Media Brief
- ▶ Key Terminologies
- ▶ Types of Advertisements
- ▶ Advanced Media Management

Program Curriculum

E-commerce and Affiliate Marketing

- ▶ E-commerce Fundamentals and Business Models
- ▶ Free and Paid Traffic for E-commerce
- ▶ Optimising Conversions for E-commerce
- ▶ Affiliate Marketing

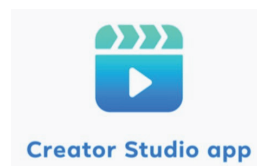
Analytics for Digital Marketers

- ▶ Descriptive, Predictive and Prescriptive Analytics
- ▶ Market Basket Analysis
- ▶ Sentiment Analysis

Digital Marketing Strategy and Planning

- ▶ Digital Communication Strategy
- ▶ Branding for Digital Communications
- ▶ Personal Branding in a Digital World
- ▶ Getting Ready for Digital Marketing Roles

Tools & Technologies Covered



Program **Curators**



Prof. Kalpak Kulkarni

Kalpak Kulkarni is an Assistant Professor of Marketing at the Department of Management Studies, Indian Institute of Technology Roorkee, Roorkee. Previously he was associated with Goa Institute of Management, Goa. He has completed his doctoral studies at the Shailesh J. Mehta School of Management, IIT Bombay. His research deals with understanding processes and factors that.



Prof. Sourabh

Sourabh Arora is an assistant professor at DOMS, IIT Roorkee. He worked as an assistant professor at XLRI, Jamshedpur. He earned a PhD from IIT Kharagpur and MBA in Marketing from the University School of Management, Kurukshetra University. His areas of interest include Consumer Behaviour, Showrooming, Webrooming and Multi-channel shopping.

Certificate



Evaluation will be done through written exams, online exams, assignments, and other methods.

From the **Program Coordinator**



Prof. Kalpak Kulkarni

Digital marketing has seen exponential growth in recent years as businesses adapted to the pandemic era. With the majority of businesses going digital, there is an indispensable need for skilled professionals who are adept and possess the requisite skills to succeed in the evolving digital marketing industry. Through this comprehensive digital marketing program that we've built with Imarticus, we are certain that our learners will be prepared to manoeuvre the latest developments in digital marketing and create a measurable impact.

Program **Requirements**



Eligibility Criteria

Minimum 50% marks in graduation/post-graduation.



Admissions Criteria

The candidature of the professionals will be based on the application submitted and the final decisions will be made by IIT Roorkee and Imarticus Learning.



Fee **Structure**

Program Fee

₹ 1,25,000 + GST

Registration Fee: ₹ 25,000 + GST

Instalment Schedule

1st Instalment ₹ 50,000 + GST
(Day 0)

2nd Instalment ₹ 50,000 + GST
(Day 30)

ABOUT Our Knowledge Partner And Curriculum Creators

CEC, IIT Roorkee

Continuing Education Center IIT Roorkee was established in 1955 to promote knowledge up-gradation by organizing refresher/specialist courses for executives, working professionals and aspiring individuals. In addition to the knowledge up-gradation of experienced professionals, CEC IIT Roorkee courses also offer a launchpad to young technology professionals and students in the domains that are most sought after by the industry. Apart from the technical expertise available in the Departments and Centres of the Institute, experts from industries and R&D organizations are also invited to deliver talks/lectures. Continuing Education Centre (CEC) conducts sponsored and open participation programs in various disciplines of engineering, science, technology and management for learners both nationally and globally. Through these courses, CEC also provides the opportunity to visit and study at IIT Roorkee for a short duration.

IIT Roorkee

IIT Roorkee, Indian Institute of Technology - Roorkee is amongst the foremost institutes of national importance in higher technological education engineering, basic and applied research. Since its establishment, the institute has played a vital role in providing the technical manpower and know-how to the country, in pursuit of research. The institute ranks amongst the best technological institutions in the world and has contributed to all sectors of technological development. It is considered a trend-setter in the fields of education, scientific research, technology, and engineering. With more than 170 years of existence, the institute celebrated its sesquicentennial in October, 1996. It was converted to an IIT on September 21, 2001 by an Ordinance issued by the Government of India declaring it as the nation's seventh Indian Institute of Technology and an institution of national importance.



IIT Roorkee

About Imarticus Learning

Imarticus Learning is a technology-driven educational institute that has immense expertise in transforming careers across industries such as financial services, marketing, analytics, AI, business analysis and core technology.

Imarticus is the only institute in the country that uses dynamic technologies and training methods to impart knowledge and a state-of-the-art Learning Management System to seamlessly integrate online and live learning.

We've delivered over **45,000 successful career transitions** and helped **500+ renowned organizations** across the finance and analytics industries to meet their human capital requirement and develop highly-skilled individuals that strengthen their workforce.

500+

100K

54%

85%





APPLY NOW

Application **Process**



Submit Application

Tell us about your experience, academic qualifications and a bit more in a detailed form. Don't worry, we've kept it simple.



Interview

A telephonic interview with an industry expert or an admission test that will gauge your passion and eligibility for the program.



Scholarship & Offer Letter

Apply for the scholarship (not mandatory). If selected, you will receive an offer letter to join the program if you are selected for the program.



Admission

Complete the admission and other formalities within 7 days of registration.



IIT Roorkee



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OUR PRESENCE

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