



Digital Marketing & Growth

Batch 1

IIM Trichy Director's Message

Indian Institute of Management Tiruchirappalli (IIMT), founded in 2011, has completed 10 years of fostering leadership and innovation. Located in Tiruchirappalli, a city rich in culture and education, IIMT operates on a 175-acre campus near the airport.

With a mission to create global-standard knowledge, IIMT offers various management programs to over 500 students and provides executive education. Renowned for its dedicated faculty and strong research culture, the institute collaborates worldwide and emphasizes social responsibility.

Committed to becoming a top-tier management school, IIM Tiruchirappalli invites all to join in its mission of spreading value-based education and societal impact.

Warm regards,
Prof. Pawan Kumar Singh
Director



Programme Directors



Prof. Satish S. M. **Professor – Marketing**

Prof. Satish S. Maheswarappa is a Professor (Marketing) and Dean (Academics) at the Indian Institute of Management Tiruchirappalli with a Ph.D. from IIT Madras and a PGDM from IIM Ahmedabad. He previously worked at IIM Lucknow and spent over a decade in corporate roles in pharma and IT fields.

His research focuses on consumer decision-making, online/offline information search, advertising impact, consumer socialization, and digital marketing. He studies consumer behavior, social media influence, and electronic word of mouth. He has published in leading international journals and teaches courses in marketing research, communication, pricing, and digital marketing.

Prof. Ramendra Pratap Singh **Assistant Professor – Marketing**

Ramendra Pratap Singh is an Assistant Professor of Marketing at IIM Tiruchirappalli. He holds a PhD in Marketing from NIT Durgapur and previously taught at ICFAI Business School Hyderabad. With seven years of teaching experience, his research focuses on celebrity endorsement and influencer marketing. He teaches courses including Brand Management, Integrated Marketing Communication, Marketing Research, and Sports Marketing, along with doctoral seminars.



Industry Trend & Demand

The digital marketing ecosystem in India is expected to grow at a CAGR of over 30% in the next five years. Brands are rapidly shifting budgets from traditional channels to digital platforms, driven by real-time metrics, high engagement rates, and scalable outcomes.

With AI, automation, and data becoming central to business growth, there is an explosive demand for professionals who can navigate performance marketing, SEO, analytics, and social media strategy. Organizations are not just hiring marketers anymore, they are hiring digital strategists.



*This shift is not a trend;
it's a transformation.*



Future Landscape of the Course (Job Prospects)



Whether you aim to drive brand engagement, optimize customer journeys, or lead digital transformation, this programme opens doors.

Career pathways include:

- Digital Marketing Manager
- SEO/SEM Specialist
- Social Media Strategist
- Performance Marketing Analyst
- Marketing Automation Consultant
- Brand Manager
- Growth Hacker
- E-commerce Strategist

With the rise of content-driven commerce, influencer marketing, and data-led decisions, companies across sectors from tech and finance to healthcare and retail are actively scouting for digital-first leaders.

Your digital expertise is the new currency. This programme is where it gets minted.



Programme Overview

The Professional Certificate Programme in Digital Marketing and Growth by IIM Trichy is a 5-month journey designed to equip working professionals and aspiring marketers with an in-depth understanding of modern digital strategies.

From foundational marketing principles to advanced analytics, AI-driven automation, and real-world campaign execution, this course blends academic rigour with practical insights.

Delivered through live online classes by IIM Trichy faculty, complemented by industry projects and a capstone experience, this is your chance to upskill from India's premier management institution.

Learning Outcomes

By the end of this programme, you will:

- Understand and apply digital marketing frameworks
- Create integrated marketing communication strategies
- Execute SEO, SEM, and social media campaigns
- Use analytics to drive decisions and growth
- Manage customer experience across digital touchpoints
- Apply AI/ML tools for performance marketing
- Craft and present a complete digital strategy

This is more than a course, it's a launchpad to your next career milestone.



Programme Highlights



LIVE Learning

60+ hours of interactive online sessions led by IIM Trichy faculty.



Real-World Projects

Apply your learning with hands-on projects, case studies, and a Capstone.



Certification from IIM Trichy



Certificate of Completion

Upon successfully finishing the programme, participants will receive a certificate of completion, recognizing their dedication & achievement.

Who Should Join?

This programme is ideal for :

Mid to Senior Marketing Professionals who want to move from traditional marketing to data-led digital growth strategies.

Product/Brand Managers, Sales Leaders & Marketing Analysts aiming to sharpen their campaign management, performance marketing, and customer engagement skills.

Cross-functional Managers from non-marketing domains supporting marketing initiatives.

Entrepreneurs, Business Owners, Content Creators & Influencers looking to scale reach and impact through digital and social platforms.

If you're ready to lead with insight, this course is for you.



Eligibility Criteria



Minimum 50% in Graduation or PG whichever is higher from a recognized national or international university

01



Minimum 1 Year of Work Experience (Preferred)

02



Freshers are also eligible for this programme
Basis Institute Discretion

03

Internships would not be considered as full-time work experience



Duration & Mode of learning

Duration:	5 Months
Mode:	Live Online
Total Hours:	60 Hours of LIVE online sessions
Schedule:	Sundays (10:00AM to 01:15PM)

Perfectly designed to suit the schedule of working professionals without compromising on learning intensity.



Curriculum

Module 1: Marketing Fundamentals

Intro to Marketing

Concept of Value

Buying Behaviour

Segmentation, Targeting, and Positioning

Module 2: Foundations of Digital Marketing

Intro to Digital Marketing & DM Landscape

Understanding Digital Business Models

Inbound vs Outbound Marketing

Intro different aspects of DM

Module 3: Branding & Integrated Marketing Communication

What is a Brand?

Brand and Customer Equity

IMC and the Way Ahead

Module 4: Customer Experience Management in Digital Era

Customer Journey Mapping

Consumer Persona

Touchpoints and Moments of Truth

Curriculum

Module 5: Search Engine Optimization

SEO & SERP

Off-page SEO

On-page SEO

Module 6: Search Engine Marketing

SEM

Outbound Advertising - Banner Ads, Display Ads

Keyword Bidding Strategies

Module 7: Website Creation & Management

A. Google Account

Setting Up An Account

Account Structure

Tracking and Reporting

B. Google Tag Manager

What is Tag and What is GTM?

Setting up GTM

GTM Structure

Types of Triggers

Advantages of GTM

Measuring Campaign Effectiveness

Curriculum

Module 8: Social Media Marketing

Elements of SMM

Brand Community

Social Media Mix – SM Platforms

Retargeting

Affiliate Marketing

Social Media Strategy – SML & SMM

Module 9: Creating and Executing Digital Strategy

Frameworks of Digital Strategy

Crafting a Digital Strategy that Works

Module 10: Introduction To Programmatic Way of Digital

Advertising

Programmatic Advertising

Marketing Automation to Engage Customers

Curriculum

Module 11 : Digital Marketing Analytics

Introduction to Digital Marketing Analytics

Predictive analytics and its applications in digital marketing

Attribution Modelling

NLP Based Tools for Sentiment Analysis

Understanding Web Analytics

Module 12: Digital Marketing & Road Ahead

Innovations in DM

Applications of ML and AI in Digital Marketing

B2B Digital Marketing

Capstone Project



Online Classes & Certifications



Online Classes

Interactive weekly sessions delivered LIVE by IIM Trichy faculty. Engage in real-time discussions, peer interaction, and Q&A sessions.



Certification

Certificates issued based on attendance & evaluation criteria.

Disclaimer

PW & IIM Trichy reserve the right to postpone or cancel the program due to unforeseen circumstances.

Certification



भारतीय प्रबन्धन संस्थान तिरुचिरापल्ली
Indian Institute of Management Tiruchirappalli

Certificate of Completion

This is to certify that

XXXXXX

(Roll No. XXXXX)

has successfully completed the

Certificate Programme in-----

Given on the -----

Programme Director

Programme Director

Dean (Corporate Relations & Faculty Affairs)

Disclaimer:

This is a sample certificate and is for reference purposes only. The institute reserves the right to make necessary changes without prior notice.

Technology Benefits Of PW

PW Technology Edge

At PW Medharthi, we power your learning with tech that works seamlessly.



Intuitive Learning Platform

Access all sessions, resources, and recordings in one place with ease.



High-Quality Streaming

Crisp audio-video for distraction-free sessions.



Interactive Features

Live chat, polls, breakout rooms—engage deeply & learn actively.



Student Support

Personal dashboards, doubt resolution, and progress tracking throughout your journey.

Fees Structure & Programme Timelines

Application Fee:	₹2,000/-
Programme Fee: <small>Including Application Fee</small>	₹85,500 + GST

(Application Fee non-refundable)

Important Dates

Application Closes:	8th November, 2025
Programme Starts:	23rd November, 2025





About IIM Trichy

Established in 2011, the Indian Institute of Management Tiruchirappalli (IIMT) is among the fastest-growing second-generation IIMs, featuring a state-of-the-art campus spread over 175 acres in Tamil Nadu. The institute has earned its reputation as a premier management institution, dedicated to creating and disseminating management knowledge. IIM Trichy boasts 54 faculty members with strong academic and industrial experience. Faculty members hail from leading management educational institutions in India, such as IIMs and IITs, as well as esteemed foreign universities. The institute offers a range of programmes, including its flagship Post Graduate Programme in Management (PGPM), Post Graduate Programme in Human Resource Management (PGPM-HR), Post Graduate Programme in Business Management (PGPBM) for working professionals, and the Doctoral Programme in Management (DPM). The institute's commitment to excellence is reflected in its accreditations. IIM Trichy holds the prestigious accreditation from the Association of MBAs (AMBA) and is a member of the Association to Advance Collegiate Schools of Business (AACSB), underscoring its adherence to global standards in management education. The Executive Education and Consultancy (EEC) Centre furthers IIM Trichy's mission to reach aspiring executives, considering their time and location constraints. These e-learning programmes enable IIM Trichy to venture into the online Executive Education space, focusing on delivering contemporary, conveniently accessible, and affordable quality management education.



At PW Medharthi, we are driven by a vision to redefine education in India by making high-quality learning both accessible and affordable. By harnessing cutting-edge technology and immersive content, we deliver customized solutions—from interactive courses to practical skill-building tools—designed to empower students, educators, and institutions.

In collaboration with IITs, IIMs, and other premier institutions, we strive to bridge the gap between conventional learning methods and the evolving needs of the digital age. Our mission is to spark curiosity, nurture creativity, and develop lifelong learners as we work toward a smarter, more inclusive future in education.

MARKETING

COMPLETED +88,054 ↑
RECURRING -8,230 ↓
PENDING +23,432 ↑

+0.83%

-1.5%

+0.12%

80%

GROWTH STRATEGIES

Business process starts from an owner invests cash on property in a business. Income is higher than outcome called "Profit", Outcome is higher than income called "Losing"



Medharthi



33.0

+41.9

+22.6

+10.3

+0.83%

First quarter
Jan-Mar

-1.5%

Second quarter
Apr-Jun

+0.12%

Third quarter
Jul-Sep

THIS YEAR

MR. TANMOY DASGUPTA

MANAGER



+91-9986401103



tanmoy.dasgupta@pw.live



☎ 0431-250 5025

🌐 www.iimtrichy.ac.in @ online@iimtrichy.ac.in

Enroll Now