



CERTIFICATE PROGRAMME IN

AI-Powered Marketing & Growth *Strategy*.

Strategise it. Automate it. Grow the brand.

A programme by Indian Institute of Management Tiruchirappalli.

DURATION

6 months

~25 weeks

LEARNING HOURS

75 hours

Conducted live

FORMAT

Live online

+ 2 days on campus

CADENCE

Weekend sessions

Built for working professionals

The programme, *at a glance.*

Start with the market signal. End with a portfolio of AI-marketing work you own.

§ 03	The Opportunity	Four signals reshaping the marketing function in India.
§ 04	The Role, Evolved	How the marketer's job has changed, and what it looks like now.
§ 05	Who It's For	Participant profiles the programme is engineered around.
§ 06	About IIM Tiruchirappalli	Rank, accreditation, and the academic core.
§ 07-08	Curriculum	Nine modules plus mid-term and end-term capstones, 75 fully-live hours.
§ 09-10	Campus & Learning Model	2 days immersion, live online classes, capstone chain.
§ 11	Programme Directors	The IIM Tiruchirappalli faculty who lead the programme.
§ 12	The Certificate	The IIM Tiruchirappalli certificate, and what you take home.
§ 13	Eligibility & Admission	Who can apply, and the four-step admission process.
§ 14	Career & Role Readiness	AI mock interviews, resume review, branding and interview prep.
§ 15-16	Fee & Application process	What it costs, and next steps.

WHY THIS PROGRAMME, RIGHT NOW

Marketing runs on a new operating system. GenAI has re-tooled brand strategy, content, paid media, lifecycle and analytics — every lever a marketer pulls. This programme is *the* credential IIM Tiruchirappalli has built for the marketers, growth leaders and founders who will own brand and growth in the agentic-AI era.

· § 03 · WHY NOW · INDIA

The marketing playbook is being *re-written*. Right now.

Four converging signals from India's marketing landscape. Read them together and the conclusion is hard to escape: AI fluency is no longer a bonus skill for marketers — it is the new baseline for anyone who owns a brand, a funnel, a growth number, or a lifecycle.

01 · MARKET SIZE

**\$6.7B →
\$93.9B**

India's digital marketing market, 2025 → 2035.
Expert Market Research, 2025–26.

02 · GROWTH VELOCITY

~30% CAGR

Forecast growth of India's digital marketing spend,
2026–2035.
Expert Market Research, 2025–26.

03 · ENTERPRISE SPEND

\$37B

Global enterprise generative-AI spend in 2025, a **3.2× jump** year-on-year — over half went to the application layer, where marketing tools live.
Menlo Ventures, State of Generative AI in the Enterprise, 2025.

04 · CAPABILITY GAP

43%

of marketers say they don't know how to get the most value out of generative AI — adoption is outpacing applied capability.
Salesforce, State of Marketing, 2025.

WHAT THIS MEANS FOR MARKETING

Enterprise AI spend has tripled in a year. India's digital marketing market is scaling 14× in a decade. But fewer than half of marketers can translate AI tools into strategy. The premium for the professional who can move from "I use ChatGPT for copy" to "*I design and deploy AI-driven marketing systems*" is measurable, expanding, and concentrates in one of the country's fastest-growing functions.

· § 04 · THE ROLE, EVOLVED

The marketing role, before & *after*.

Same title, different job. Six things the modern marketer is now hired to do, alongside what the role looked like even three years ago. Synthesised from live JDs across Indian D2C, e-commerce, SaaS, fintech, BFSI, edtech and consumer apps.

DIMENSION	THEN · PRE-AI	NOW · AI-POWERED
Brand & positioning	Annual brand books. Agency-led consumer research. Positioning built on quarterly panels.	AI-augmented consumer research, social listening pipelines, dynamic persona generation. Brand-voice models trained on your own tone.
Content	Manual production, one asset at a time. Weekly output measured in pieces.	GenAI content engines running at scale. Multi-format sprints. Brand-voice governance across every output.
Performance & paid media	Manual bid management. Weekly optimisation cycles. Creative testing bottlenecked by ops.	AI-driven bidding, automated creative testing, predictive LTV-based decisioning, lookalike expansion at scale.
AI & agentic systems	Marketers as tool users. Agencies own the automation layer. Human bandwidth caps campaign scale.	Marketers as <i>system designers</i> . GenAI content engines, AI-based sentiment analysis, agentic-AI running budget, bidding and lifecycle campaigns in production.
Lifecycle & retention	Rule-based segmentation. Batch email sends. Quarterly churn reviews.	Predictive churn models. Dynamic journeys across email / WhatsApp / push. AI-triggered retention interventions.
Measurement	Attribution debates. Weekly dashboards. Post-hoc reporting.	AI-augmented analytics, predictive forecasting, unified multi-touch attribution, automated insight generation.

WHERE THE HIRING IS HAPPENING · INDIA

AI-powered marketing roles are being posted across India's fastest-growing industries — D2C and consumer brands, quick-commerce and e-commerce, SaaS and fintech, BFSI and NBFCs, edtech, media and entertainment, retail and FMCG, healthtech, mobility and consumer apps.

Roles include AI Marketing Lead, Growth Marketing Manager, Performance Marketing – AI, MarTech Lead, Brand & GenAI Strategist, and Retention Marketing Manager. Illustrative, not exhaustive.

· § 05 · WHO IT'S FOR

Two profiles we *build for*.

The classroom, case simulations, and campus immersion are calibrated to serve two archetypes. Final admits are decided by IIM Tiruchirappalli programme directors on the strength of your profile and stated goals.

PROFILE 01 · MARKETERS & GROWTH LEADERS · 2+ YEARS OF EXPERIENCE

Working professionals in marketing, growth & brand.

Digital, brand, performance, and lifecycle marketers · growth managers and growth marketers · MarTech and marketing-analytics professionals · CRM and retention leads.

You leave able to design and deploy AI-marketing systems, not just prompt a tool. Seasoned IIM Tiruchirappalli faculty — across marketing — will guide you through funnels, campaigns, brand systems, lifecycle journeys, content at scale, predictive retention, AI-driven paid media, and agentic campaigns.

PROFILE 02 · ENTREPRENEURS & OPERATORS WITH A MARKETING EDGE

Entrepreneurs and operators with marketing experience.

D2C, e-commerce and consumer brand entrepreneurs · founders and operators who have run marketing themselves · growth-focused business owners · marketing consultants.

You have run marketing at your own venture or run growth as an operator with a marketing edge. You want structured, academic-grade grounding in AI-marketing so the systems you build — or hire for — are defensible, measurable, and ahead of the curve. **Two years of experience running, marketing, or growing a business is expected.**

INDUSTRIES MOST REPRESENTED

D2C · E-commerce · Quick-commerce · SaaS · Fintech · BFSI · Edtech · Consumer apps · Media & entertainment · Retail · FMCG.

NOTE · These are indicative profiles, not gatekeepers. See § 13 for eligibility criteria and the four-step admission flow.

IIM Tiruchirappalli: where *academic* rigour meets modern marketing.



EST. 2011

IIM Tiruchirappalli has moved, in barely a decade, from a young institute to one of India's fastest-rising IIMs: a school known for depth, discipline, and a leadership ethos that stays sharply connected to how modern businesses actually operate.

The Institute designs research-anchored executive programmes for working professionals across marketing, strategy, finance, digital transformation, generative AI and industry 4.0.

EST.	RANK	RANK	ACCREDITATION
2011	#16	#9	AMBA
(Institute of National Importance, Ministry of Education, Government of India)	Management, India NIRF 2025	Among all IIMs NIRF 2025	Top 2% B-schools globally Global management standard



THE IIM TIRUCHIRAPPALLI DIFFERENCE

Globally Relevant
Member of the AACSB. AMBA accredited.

Seasoned IIM Tiruchirappalli faculty
Seasoned faculty in marketing, with a teaching approach anchored in academic rigour, high-quality pedagogy, and research published in leading peer-reviewed journals.

Industry-connected
Executive education built for challenges faced by Indian and global enterprises.

Learn the language of AI-driven *marketing*.

Modules 1 to 4 plus the mid-term capstone, **30 Online (live) hours**. Build foundations, master brand strategy and positioning in the GenAI era, then move into content engineering and the analytics stack that measures every marketing decision.

MODULE 01

Foundations of Modern Marketing in the AI Era

6 hours

Marketing fundamentals reframed for the AI era · role of marketing in business growth · introduction to GenAI · predictive analytics and agentic marketing · GenAI marketing adoption and the rise of autonomous campaign systems.

MODULE 02

Brand Strategy and Positioning in the GenAI Era

6 hours

Concept of brand strategy and brand positioning · AI-driven brand discovery & market mapping · dynamic persona generation using GenAI tools · AI-powered value proposition and dynamic positioning.

MODULE 03

Content Engineering with Generative AI

9 hours

HANDS-ON LAB

Fundamentals of content management · generative AI for content engineering · SEO, keyword optimisation and GEO · social media content creation and management · content lifecycle and workflow automation · strategic content planning with generative AI.

MODULE 04

Marketing Analytics, Measurement & Attribution

6 hours

Google Analytics · web analytics · measurement frameworks and multi-touch attribution for AI-era marketing funnels.

MID-TERM CAPSTONE

Presentation & Review

3 hours

♦ MID-TERM CAPSTONE

Capstone grounded in learnings from Phase-1

Move from tools to deployed *systems*.

Modules 5 to 9 plus the end-term capstone, **36 Online (live) hours & 9 hours on campus**. Master lifecycle, performance and growth experimentation, cross the agentic frontier, close with a governance layer and a portfolio-grade final capstone.

MODULE 05

Consumer Insights, Research & Customer Lifecycle Management

9 hours

Predictive churn modelling · AI-powered segmentation · Dynamic email / WhatsApp / push journeys · AI agents for customer support deflection.

MODULE 06

Performance Marketing & AI-Driven Paid Media

9 hours

Fundamentals of performance marketing & paid media · Introduction to Google Ads and Meta Ads · AI-driven bidding strategies, smart campaigns and programmatic advertising · Campaign management, budget optimisation and marketing automation.

MODULE 07

AI and Agentic AI in Marketing

12 hours

LARGEST MODULE · THE FRONTIER

AI foundations and applications · AI-based predictive intelligence · AI-based sentiment analysis · agentic-AI application and live demonstration.

MODULE 08

Growth Marketing, Experimentation & Funnel Optimisation

6 hours

Growth marketing fundamentals · AI-assisted experiment design · automated insight generation · Multi-armed bandit testing · Data-driven hypothesis prioritisation.

MODULE 09

Responsible AI in Marketing

6 hours

Need for regulating AI · Ensuring fairness and bias mitigation · AI risk management · Trustworthy generative AI.

END-TERM CAPSTONE

Final Presentation & Review Panel · 3 hours

◆ END-TERM CAPSTONE
Capstone integrated project.

· § 09 · THE IIM TIRUCHIRAPPALLI CAMPUS IMMERSION

Experience the IIM way of *learning*, on campus.

Placed in the closing weeks of the programme, the immersion is where months of live online learning come together in a room. For two days you sit inside IIM Tiruchirappalli classrooms, engage with faculty in person, and experience the culture, rhythm and academic bar that define an IIM.



01 Experiential learning in IIM classrooms

Pedagogy built around discussion, live application and collaborative problem-solving in the same rooms where the full-time programme is taught. The learning mechanism itself — not just the content — is what defines the IIM classroom.

02 Networking dinners & peer conversations

Curated dinners with senior marketing peers from D2C, e-com, SaaS, fintech, BFSI, edtech and consumer apps.

03 Valedictory ceremony

The IIM Tiruchirappalli certificate is presented in person by IIM Tiruchirappalli faculty, on campus, at the close of the immersion.

DURATION

2 days

Closing weeks of the programme, once online modules are complete.

VENUE

IIM Tiruchirappalli campus

Chinna Sooriyur, Tiruchirappalli, Tamil Nadu. The 175-acre permanent campus.

COVERED IN THE FEE

Accommodation, meals, local transfers.

Stay, all meals and daily shuttle between stay and campus are included.

WHY IN PERSON, WHY ON CAMPUS

Two immersive days at IIM - learning with distinguished faculty and experienced peers from across industries - to sharpen how you think, elevate how you practise marketing, and return with a higher standard for impact.

NOTE · Campus immersion is part of the programme and required to earn the certificate. Travel to and from Tiruchirappalli is arranged and borne by the participant.

· § 10 · HOW YOU'LL LEARN

Every session, live. Taught by *expert faculty*.

75 total learning hours across ~25 weeks. Every session is live: 66 hours online with IIM Tiruchirappalli faculty, 9 hours on the IIM Tiruchirappalli campus. No pre-recorded content, no video-only modules.

LIVE, ONLINE

~66h

Weekend live sessions with IIM Tiruchirappalli faculty, delivered on your own device. Full weekly schedule confirmed at joining.

LIVE, ON CAMPUS · IIM TIRUCHIRAPPALLI

~9h

2 days on the IIM Tiruchirappalli campus, mandatory, scheduled in the closing weeks of the programme.

HOW THE CLASSROOM ACTUALLY RUNS

01 Live lectures & case simulations

Live, expert-led sessions deliver practical, industry-relevant learning across modern marketing and AI.

02 Mini + final capstones

Every phase of the programme ships a portfolio artefact. You are graded on what you build, not on how well you attend.

03 Weekend cadence

Sessions run on weekends across the 6-month programme, designed to fit alongside a full-time role.

THE PEDAGOGY PRINCIPLE

Every session is *fully live*, taught by IIM Tiruchirappalli faculty. No pre-recorded content, no video-only modules. The same rigour, the same standards, and the same academic culture that defines the full-time IIM Tiruchirappalli programmes

· § 11 · PROGRAMME DIRECTORS

Created by the leaders building *tomorrow*.

The Programme Directors are faculty in the Marketing area at IIM Tiruchirappalli.



PROGRAMME DIRECTOR

Prof. Satish S. Maheswarappa

Dean Academics & Senior Faculty, Marketing

PHD · IIT MADRAS · PGDM · IIM AHMEDABAD

Professor of Marketing at IIM Tiruchirappalli, previously at IIM Lucknow. Over a decade of industry experience in business development and marketing across pharmaceutical and IT before entering academia.

RESEARCH PUBLISHED IN

Journal of Business Research · European Journal of Marketing · Journal of Advertising · Marketing Intelligence & Planning · Asia Pacific Journal of Marketing and Logistics.

TEACHES

Marketing Research · Integrated Marketing Communication · Pricing Strategies · Digital Marketing.



PROGRAMME DIRECTOR

Dr. Meenakshi Nagarajan

Senior Faculty, Marketing · Area Chairperson

PHD · FMS, DELHI · MIB · DELHI SCHOOL OF ECONOMICS

Associate Professor and Area Chairperson (Marketing) at IIM Tiruchirappalli. Previously at IMI New Delhi and Goa Institute of Management, with two-and-a-half decades of teaching, research, case writing and executive training.

RESEARCH PUBLISHED IN

Tourism Management · Journal of Travel Research · International Journal of Hospitality Management · Technological Forecasting and Social Change · Journal of Cleaner Production · Journal of Strategic Marketing.

TEACHES

Marketing Management · Services Marketing · International Marketing · Marketing in the Sharing Economy · Qualitative Research Methods.

THE TEACHING SIGNAL

'An IIM Tiruchirappalli certificate should mean an IIM Tiruchirappalli classroom: same rigour, same faculty, same academic culture'

· § 12 · THE IIM TIRUCHIRAPPALLI CERTIFICATE

A credential from *IIM Tiruchirappalli*.



SAMPLE CERTIFICATE · ILLUSTRATIVE

AWARD CRITERIA

Two thresholds. Both required.

Minimum 70% attendance across live sessions. **Minimum 35% overall score** on the combined module-wise tests taken through the programme.

HOW YOU RECEIVE IT

Presented in person, on campus.

A printed IIM Tiruchirappalli certificate is presented to you by IIM Tiruchirappalli faculty during the valedictory ceremony on campus.

IIM Tiruchirappalli brings the rigour. You are expected to meet it with your own. Put in the work that turns the credential into a measurable shift in how you market.

· § 13 · ELIGIBILITY & ADMISSION

Who can apply, and *how*.

A structured four-step process. Admissions are rolling. Final selection is a profile-based vetting & shortlisting by IIM Tiruchirappalli programme directors.

ELIGIBILITY CRITERIA

Two example profiles.

Minimum 2+ years of work experience required for both profiles. Any other case is evaluated on the candidate's profile by IIM Tiruchirappalli programme directors.

01 · MARKETING & GROWTH PROFESSIONALS · 2+ YRS

Working professionals in marketing craft.

Working professionals across digital, brand, performance, lifecycle, MarTech, analytics, CRM and retention roles who want to add an AI layer to their craft.

02 · OPERATORS & CONSULTANTS · 2+ YRS

Entrepreneurs/operators with marketing experience

D2C / e-com / SaaS founders and operators, business and growth consultants who own the growth number and want structured grounding in AI-marketing systems.

THE ADMISSION PROCESS · FOUR STEPS

01

APPLY

Submit the online application form.

A non-refundable application fee is paid to complete submission.

02

COUNSELLING

Fitment conversation.

A short call with the counselling team to check whether the programme fits your goals.

03

PROFILE REVIEW

Reviewed by IIM Tiruchirappalli programme directors.

Profile-based vetting & shortlisting on academic background and stated goals.

04

CONFIRM YOUR SEAT

Pay the fee to book your slot.

One-shot payment or EMI via NBFC partners. See § 15 for fee details.

DELIVERY PARTNER



Varsity by InterviewBit is the delivery partner to IIM Tiruchirappalli.

INTERVIEWBIT SOFTWARE SERVICES PVT. LTD.

Get ready for the *roles* you came for.

The programme is not only about learning AI and marketing concepts. A dedicated role-readiness layer runs alongside the curriculum, building the communication, professional branding, job-search and interview practice that turn those skills into career opportunities.

POWERED BY AI

AI mock interviews + AI resume builder & review

Practice realistic mock interviews with AI interviewers and refine your resume with AI-powered feedback aligned to modern hiring patterns.

FOUR READINESS AREAS COVERED

01

TECHNICAL
SCREEN

02

CASE /
STRATEGY

03

BEHAVI-
OURAL

04

BUSINESS
PITCH

FOUR PILLARS OF ROLE READINESS

01 · PERSONAL BRANDING

Show up online like an AI-powered marketing professional

- Professional presence and positioning
- LinkedIn profile and presence review
- Networking and active outreach sessions

02 · BUSINESS COMMUNICATION

Build the communication layer of the role

- Effective communication as a leader
- Constructive feedback and team alignment
- Executive presence and non-verbal communication

03 · JOB-SEARCH STRATEGY

An ATS-friendly, AI-ready resume

- Resume engineered to clear ATS filters
- Role-specific resume positioning
- Tailored versions for different roles and industries

04 · INTERVIEW PREPARATION

Walk in prepared, walk out confident

- Pre-interview preparation and etiquette
- Interview pitch and interviewer mindset
- Post-interview reflection and follow-up

NOTE · The role-readiness layer is offered by Varsity by InterviewBit, the delivery partner. IIM Tiruchirappalli does not provide placement assistance.

· \$ 15 · PROGRAMME FEE

One investment. A career-long *return.*

PROGRAMME FEE · ALL-IN

₹1,77,000/-

₹1,50,000 base fee + 18% GST applicable.

THE FEE STRUCTURE

STEP 01 · ON APPLY

₹1,000

Application fee.

Non-refundable, paid at time of submission (Application fee is separate from program fee)

STEP 02 · ON SELECTION

₹15,000

Installment 1.

Books your slot in the cohort.

STEP 03 · BEFORE START

Balance

One-shot or EMI.

Direct payment, or EMI via approved NBFC partners.

IIM TIRUCHIRAPPALLI · PROGRAMME OFFICE

**Indian Institute of Management
Tiruchirappalli**

online@iimtrichy.ac.in
0431 2505025 · 0431 2505192

DELIVERY PARTNER

Varsity
BY INTERVIEWBIT

varsity_iimt@interviewbit.com

READY TO BOOK YOUR SLOT

Apply Now →

NOTE · Full programme fee must be paid before the programme begins. NBFC-partner EMI is a service extended by Varsity by InterviewBit, not by IIM Tiruchirappalli. NBFC partners are shared for learners' convenience; neither Varsity by InterviewBit nor IIM Tiruchirappalli is liable or responsible for the terms, servicing or performance of the third-party NBFC. Once a seat is confirmed by fee payment, the fee is **non-refundable**. GST is applicable at the rate prevailing on the date of receipt.

· § 16 · APPLY NOW

The marketing playbook has changed. *Own the next one.*

A Certificate Programme in AI-Powered Marketing & Growth Strategy, awarded by IIM Tiruchirappalli.

DURATION

6 *months*

~25 weekend weeks

LIVE HOURS

75 *total*

~66 online + ~9 on campus

FORMAT

Fully live · *weekends*

2 days IIM Tiruchirappalli immersion

FEE

₹1,77,000

All-in, incl. 18% GST

ELIGIBILITY

Working professionals with 2+ years of experience in marketing or adjacent roles.

Relevant areas: Digital Marketing · Brand · Performance · Growth · Lifecycle · MarTech · Product Marketing · Content · CRM · Analytics · Founder / Operator · Consulting.

Profile-based vetting & shortlisting by IIM Tiruchirappalli programme directors.

WEEKLY SCHEDULE

Saturday, 2:30 PM to 5:45 PM.

Live weekend sessions with IIM Tiruchirappalli faculty, delivered on your own device.

APPLICATIONS CLOSE

28 October

BATCH STARTS

31 October

ROLLING ADMISSIONS · SEATS CLOSE WHEN THE BATCH FILLS

Apply Now →

APPLICATION FEE ₹1,000 · REFER TO § 13 FOR THE FOUR-STEP ADMISSION PROCESS.

CONTACTS

IIM Tiruchirappalli · online@iimtrichy.ac.in · 0431 2505025 / 0431 2505192

Programme partner · varsity_iimt@interviewbit.com