Advanced Programme on
Digital Marketing Strategy & AI

EFMD EQUIS ACCREDITED   AACSB ACCREDITED   ASSOCIATION OF MBAs AMBA ACCREDITED   CEMS

Programme Director

Prof. Saravana Jaikumar

Facilitator **Academia Direct, Dubai**
Programme Faculty Select faculty from **IIMC**
Certificate Issued By **Indian Institute of Management Calcutta**

IIMC

The Indian Institute of Management Calcutta (IIMC) was established as the first national institute for Post Graduate Studies and Research in Management by the Government of India in November 1961, in collaboration with Alfred P. Sloan School of Management (MIT), the Government of West Bengal, The Ford Foundation and Indian industry. During its initial years, several prominent faculty formed part of its nucleus, including Paul Samuelson, Jagdish Sheth, J. K. Sengupta among others.

Today, the institute serves as an autonomous body, continuously evolving to meet its goals in an ever-changing business environment. The vision of the Institute is to emerge as an International Centre of Excellence in all facets of Management Education, rooted in Indian ethos and social values. Over the past few decades, IIM Calcutta has blossomed into one of Asia's best Business Schools. Its strong ties to the business community make it an effective mechanism for the promotion of professional management practices in Indian organizations.

Over the years, IIMC has grown into a mature institution with global reputation, imparting high quality management education. It has been playing a pioneering role in professionalizing Indian management through its postgraduate and doctoral level programmes, executive training programmes, research and consulting activities.

Today, IIM Calcutta attracts the best talent in India - a melting pot of academia, industry and research. The best and brightest young men and women pursue its academic programmes. The main thrust of the training is to imbibe a sense of strategic outlook to management problems in the students. The emphasis, therefore, is on management as an integrated process and requires the students to develop a global view of economic, technological, cultural and political environment of the business.

IIMC has a very strong alumni base, which makes it unique among the top management institutes of the world. IIMC alumni are occupying leadership positions as corporate managers, academicians and successful entrepreneurs, worldwide. The alumni maintain a close relation with the Institute, helping each other in their growth.

Programme Description

The programme would focus on providing in-depth and hands-on knowledge on digital and social media marketing and analytics strategy that would help in planning, implementing and measuring the digital and social media marketing activities to create awareness, and ultimately drive sales.

The programme has been designed to provide a foundation for marketers who want to specialize in the digital and social media marketing strategies, or those wanting to broaden their understanding in this domain. This six months certificate programme from IIM Calcutta would hone the general management skills followed by deep diving into the basic and advanced modules of marketing in the social and digital media platforms. The course will focus on sharing the latest trends, best practices and technologies for effective digital and social media marketing. The programme focuses on marketing strategy and digital strategy and builds on the three pillars of traditional marketing analytics, search marketing and social media listening and analytics. The faculty will focus on the synergy between on-field practice, digital and social media simulations and in-class learning.

Who Should Attend / Target Segment

This programme will be of interest to an executive or a manager from marketing, product / brand, and sales functions or a marketing analyst or business owner, who is planning to implement digital and social media marketing strategy to create brand awareness, enhance brand recall, generate leads and enhance customer experience. Managers from other functional areas or a non-marketing background with a supporting role for organization's marketing activities would also find the programme relevant.

Pedagogy

The programme will be highly experiential and interactive, comprising group-based or individual participant presentations and discussions, case studies, classroom lectures, simulations and presentations by experts from academia as well as industry.

Programme Director / Faculty

Programme Director and Faculty
Prof. Saravana Jaikumar

Saravana Jaikumar is currently a faculty with the Marketing Group at IIM Calcutta. During his tenure, he has developed and served as the incumbent director for analytics and digital marketing programmes for executives. His research work is primarily in the nexus of public policy, development and marketing. His teaching focus is on marketing analytics, artificial intelligence and machine learning applications, and digital marketing. He has authored several papers in journals of international repute including Journal of Advertising Research, Journal of Business Research, Marketing Letters, International Journal of Information Management, Information Management Frontiers, and Journal of Product and Brand Management. His research work has been cited in several policy documents including Economic Survey of India and United States Library of Congress Foreign Digital Materials. He has won several research awards including the Outstanding Research on Development by Global Development Network. He holds BE (Mech, PSG Tech), MBA (Gold Medalist, Cardiff Business School, UK) and Ph.D. (IIM Ahmedabad). He can be contacted at: saravana@iimcal.ac.in and https://www.iimcal.ac.in/users/saravana

Industry Experts
Mr. Laxmi Narayanan - Polestar
MS. Hina Bhakt - MD - EVOPS Marketing, UAE
Mr. Amit Yadhav - Head of Marketing - Kashkha
Dr. Jitesh Kumar - Deloitte, UAE

Programme Duration & Delivery

6 months duration in person session.

The programme will be of 75 hours duration with an approximate contact of maximum 6 hours per day.

Programme Modules

The structure of the programme is as:

Module 1

Foundations of Digital Marketing

This module covers the fundamentals of digital marketing, providing participants with a strong foundation in understanding the shift from traditional to digital marketing. It focuses on core values, essential strategies, and tools like search engine marketing. The module also introduces participants to AI enhancements in digital marketing to give a forward-looking perspective on the field.

◗ Introduction to Digital Marketing and AI Evolution

◗ Traditional vs. Digital Marketing with AI Augmentation

◗ Marketing and Core Values in the Digital World

◗ Search Engine Marketing (SEO) and Keyword Analysis

◗ AI-Powered Paid Search Marketing Strategies

◗ Digital Marketing Simulation

Module 2

Advanced Digital Marketing Strategies

This module explores advanced strategies in digital marketing, with a focus on regional trends and branding in the digital landscape. Participants will dive into data-driven decision-making through A/B testing and explore how AI can assist in search engine marketing and optimization.

◗ Emerging Digital Marketing Trends in the MENA Region

◗ AI-Driven A/B Testing for Optimization

◗ AI-Enhanced Search Engine Marketing Analytics

◗ Branding in the Digital World

◗ Real-World Application: AI in MENA Market Strategies

Module 3

Mastery of Social Media Marketing

In this module, participants will develop a comprehensive understanding of social media marketing strategies, including content creation, branding, and engagement. The module incorporates AI where applicable, specifically in content creation and engagement tools, but focuses on practical and strategic social media applications.

◗ Social Media Marketing Strategy and Automation

◗ Leveraging Generative AI for Content Creation (InVideo, Canva, Magic Studio)

◗ Best Practices in UAE Social Media Marketing

◗ Case Study: Lulu Hypermarket's Social Media Strategy

◗ Social Media Marketing Simulation

Leveraging Digital Platforms

This module examines how to effectively use major digital platforms like Google, Meta, and YouTube for marketing purposes. Participants will learn how to maximize the impact of digital ads, explore video marketing strategies, and use LinkedIn for targeted marketing, with selective AI integration where relevant.

▶ Google Ecosystem: Ads and Analytics

▶ Meta (Facebook, Instagram, WhatsApp) Marketing

▶ AI for Video Marketing on YouTube

▶ Influencer and Viral Marketing Strategies

▶ LinkedIn Marketing and Remarketing

▶ Real-World Applications: Tools for Digital Platforms

E-Commerce and Content Marketing

This module emphasizes the importance of content marketing and e-commerce strategies, particularly in the context of the UAE. Participants will explore methods for using web analytics, personalization, and tools to enhance visibility on online marketplaces, with a brief introduction to WhatsApp marketing.

▶ Content Marketing Strategies

▶ Online Marketplaces in UAE: Enhancing Visibility

▶ Web Analytics and Competitor Intelligence Tools

▶ Customer Retention and Personalization in E-Commerce

▶ WhatsApp Marketing

Integrating Digital Marketing Strategies

The final module brings together all the learning from the previous sessions and emphasizes strategy integration. Participants will focus on consumer education, pricing strategies, and synthesizing digital marketing strategies, drawing key takeaways from simulations and real-world applications.

▶ Educating Consumers on Social Media

▶ Pricing Strategies in the Digital World

▶ Integrating AI into Comprehensive Digital Marketing Strategies

▶ Key Takeaways from Digital Simulations

▶ Conclusion: Future Trends in Digital Marketing

Certification

On successful completion of the programme, the participants will be awarded certificate of participation by IIM Calcutta.

Duration

Six Months

Eligibility

At least a Graduate degree with minimum 50% marks, and at least 2 years of experience in media, advertising, start-ups, social or digital media, e-commerce or related domains.

How to Enroll

Interested candidates are requested to submit the completed application and all required documents at the stipulated time, in order to prepare the application for review by the Admissions Committee. The Admission committee reserves the right to foreclose applications depending upon exhaustion of seats.

You may fill in the application form (sent by email) and email us or submit it in person at our office.

Notification of Acceptence

The Admissions Committee will review applications and qualified candidates are informed and admitted on a rolling, space-available basis. Once the review process has begun, applicants are notified within minimum time period via email regarding Admissions Committee decisions.

More information

For More information on this programme, please write to us at :
support@academiadirect.com. You may also consult our website at : **www.esquareacademia.net**

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