



CENTRE FOR  
EXECUTIVE AND  
PROFESSIONAL  
DEVELOPMENT

masai®

pwc

PROFESSIONAL CERTIFICATE IN  
**DIGITAL MARKETING  
AND ANALYTICS WITH AI**  
FROM BITS SCHOOL OF MANAGEMENT & PwC ACADEMY

# About BITSoM

BITSoM (BITS School of Management), an integral part of the esteemed BITS Pilani legacy, stands as a beacon of excellence in business education. Located in the Mumbai Metropolitan Region, BITSoM offers a transformative learning experience driven by world-class faculty who bring expertise from top global institutions. With a foundation in entrepreneurial spirit and academic rigor, BITSoM nurtures future leaders equipped to excel in an ever-changing global business landscape.

## Why Choose This Course?

- **World-Class Faculty:** Learn from BITSoM's faculty with experience from institutes like Harvard, Wharton, and NYU Stern and many more.
- **Prestigious Certification:** Earn a certificate from BITSoM and PwC Academy recognised by global employers.
- **Try Relevant Curriculum:** Integrated AI and digital marketing strategies designed for today's market.
- **Hands-On Experience:** Build skills through live projects and a capstone marketing campaign.
- **Live Mentorship:** Engage in real-time online classes with personalized expert guidance.
- **Placement Opportunities\*:** Receive resume reviews, career coaching and placement support to land your dream role.

*\*Eligibility: 7+ CGPA and 65% attendance*



# What Will You Learn?

Develop user-centered campaign thinking, leveraging advanced tools and prompt engineering for compelling content. Work on 6+ real-world digital marketing projects to build a robust portfolio. Gain expertise in the next frontier of online growth through practical application and strategic insights. You will achieve a top 1% edge in a rapidly evolving digital landscape and be ready to lead data-driven marketing teams with strategic expertise.

## Toolkit



# Course Details

**Course Duration**  
6 Months

**Time Commitment**  
6-7 hours per week

**Certification**  
From BITS School of Management and PwC Academy

## Condition for Certification

- PwC certification will be awarded to students based on their performance in assessments, which will be conducted in the form of case studies.
- The PwC certification does not include or guarantee any placement or internship opportunities.

# Course Curriculum

## Module 1: Marketing Foundations with AI Lens

- Welcome to the Future of Digital Marketing
- Marketing Mix 4.0
- 7Ps of Marketing
- Consumer Behaviour and Branding in the Digital Economy
- Integrated Marketing Communications - Journey Mapping (AIDAS)

## Module 2: Digital Marketing Reinvented

- Introduction to Digital Marketing and its elements
- Website, Mobile Apps and UX/UI
- Search Engine Optimisation in the AI world
- Search Engine Marketing
- Social Media Marketing and role of AI
- Influencer & Community Marketing, AI Influencers
- Display Advertising
- Email Campaigns
- Online Reputation Management
- Viral Loops & Growth Hacking

## Module 3: Martec and AI

- Introduction to Martec
- GenAI 101 for Marketers
- AI Image, Audio, and Video Creation
- Privacy, Ethics & Trust in AI Marketing
- Emerging Trends: Agentic AI, Personal AI & Hyperautomation

## Module 4: E-commerce Marketing

- Display Ads and Targeting
- Social Media Strategy
- Influencers, Communities, and Online Reputation

## Module 5: Digital Marketing Analytics

- Introduction to Digital Marketing Analytics
- MR Using AI Tools & Customer Segmentation
- Customer Journey and Attribution Models
- A/B Testing and Optimisation Strategies
- Social Media & Influencer Analytics; Predictive Analytics
- Dashboards & Visualisation for Marketing Teams
- Data Driven Customer Retention

## Module 6: Bridging Learning with Practice

- Building a Personal Brand with LinkedIn and AI Tools
- Digital Marketer Roles: Mock Interviews & Roleplay
- Summary and Concluding Session, Set up for Projects

# Our Mentors



**Dr. Srinivas Pingali**

Adjunct Professor, BITSOM & Ex-Professor of Practice,  
IIM Udaipur

Professor Srinivas Pingali has over three decades of varied experience in education and training, product development and sales & marketing in multinationals, entrepreneurial companies and academic institutions. Srinivas is currently an Adjunct Professor at the BITS School of Management. Before this, he was a Professor of Practice at IIM Udaipur and Mahindra University, where he taught various courses, including Digital Transformation, Emerging Technologies, Product Management, B2B Markets, Digital Marketing, Innovation and Entrepreneurship. He won teaching excellence awards for 2020-21 and 2021-22. Srinivas conducts programs for senior executives of large corporations and public sector institutions.



**Srinivas Atreya**

CTO, Avika | Faculty IIM Udaipur & ISB

An alumnus of REC Trichy with 30 years of experience in the data & machine learning space across US, UK and India. Specialize in deep neural networks and optimizing inference loads on low powered devices. Current areas of interest include agentic AI and no code AI frameworks. Works as a faculty at various institutions like IIM Udaipur, ISB, Engineering Staff College of India & College of Defense Management (CDM). Currently a part of avika, which is focused on standardizing mind health using AI & Virtual Reality. Before this ran an IT services startup RoundSqr that got acquired by Cigniti Technologies in 2022.



**Dr. Ashish Galande**

**Assistant Professor, State University of New York, Plattsburgh**

Dr. Ashish Galande is a marketing academic and industry professional with a distinguished background spanning research and corporate analytics. He holds a Ph.D. in Marketing from Deakin University and completed a doctoral fellowship at the Indian School of Business, along with a Ph.D. exchange at INSEAD, providing a global perspective to marketing research. In industry, he has held strategic roles at Google, Deutsche Bank, and Tata Consultancy Services, focusing on analytics, project management, and business strategy. Dr. Galande's expertise bridges academic research, data-driven marketing, and real-world business problem-solving.



**Dr. Mark Ratchford**

**Professor of Practice of Marketing, Tulane University**

Dr. Mark Ratchford is a Professor of the Practice of Marketing at Tulane University. Previously, he served as an Assistant Professor of Marketing at the Owen Graduate School of Management, Vanderbilt University. He holds a Ph.D. in Marketing from the University of Colorado Boulder and an MBA from the Simon School of Business, University of Rochester.



**Prof. Kiran Pedada**  
Associate Professor, University of Manitoba

Kiran Pedada is Associates Fellow in Marketing and Inclusive Business and Associate Professor at the Asper School of Business at the University of Manitoba. Previously, he was an Assistant Professor of Marketing at the Indian School of Business (ISB). Kiran's research is centered on Marketing Strategy, with a focus on the financial and social impact of marketing, marketing organization, marketing strategies for digital environments, and emerging markets. His research is published in premier marketing journals including the Journal of Marketing Research, Journal of the Academy of Marketing Science, and International Journal of Research in Marketing. Kiran was voted the "Teacher of the Year" at ISB for two consecutive years.



**Philip Zerrillo**  
Professor, Sasin School of Management

Professor Philip Zerrillo is an accomplished academic and business leader with extensive global experience in management education, executive leadership, and advisory roles. His areas of expertise include marketing strategy, business development, leadership, and entrepreneurship. He has served as Deputy Dean at the Indian School of Business and held senior roles at Singapore Management University and Kellogg School of Management. He currently teaches at the Sasin School of Management and advises multiple universities across Asia.






## **Hitesh Motwani**

**Generative AI, ML & ChatGPT Trainer, Agentic AI expert**

Hitesh Motwani is a globally recognized Generative AI and Machine Learning expert with over 17 years of experience in digital transformation, AI implementation, and executive leadership training. A sought-after trainer and international speaker, he has delivered 200+ sessions on Generative AI, ChatGPT, Microsoft Copilot, and agentic AI systems, impacting 200,000+ professionals across 16+ countries. Hitesh has trained diverse functions including HR, Finance, Marketing, and Sales, and has worked with organizations such as Google, Twitter, HP, Tata Group, Siemens, Flipkart, Times of India, M&S, and the Vietnamese Government. He also serves as faculty at nine IIMs and the University of London. In addition, Hitesh is a digital marketing and transformation expert, having conducted 400+ trainings in the field, and has been a keynote speaker at events like the Dubai International HR Summit and the Startup Summit by PayU Money.

# Admission Process

- **Clear Qualifier Test**  
You must pass the exam to confirm your seat for the program
- **Complete Counselling**  
Only shortlisted candidates go through the counselling process
- **Start Learning**  
Learn from India's top educators and stand out from the crowd.

# Fees Structure

<b>Qualifier Test Fee</b> (Non-Refundable)	<b>₹99</b>
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	Option 1	Option 2
	<b>Upfront</b>	<b>EMI</b> (Through our NBFC partners)
<b>Secure Seat Fee</b> (Non-Refundable)	₹4,000	₹4,000
<b>Programme Fee</b> (Non-Refundable)	₹56,000	₹7,156 x 9 months
<b>Total</b>	₹60,000*	₹68,404*

\*GST at 18% extra, as applicable

