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DIGITAL MARKETING IN THE AI ERA

FROM BITS SCHOOL OF MANAGEMENT

| 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.
- **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.
- **Prestigious Certification:** Earn a certificate from BITSoM recognized by global employers.
- **Placement Support:** Graduates of this programme with 7+ CGPA are eligible for dedicated placement assistance.



| 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'll achieve a top 1% edge in a rapidly evolving digital landscape and be ready to lead data-driven marketing teams with strategic expertise.

Toolkit



& more

| Course Details

Course Duration
6 Months

Time Commitment
6-7 hours per week

Certification
From BITS School of Management

| 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: Digital Marketing Reinvented

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

Module 4: 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 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 Instructors



Dr. Srinivas Pingali
BITS School of Management



Srinivas Atreya
Data Scientist & Entrepreneur



Kiran Pedada
Associate Professor,
University of Manitoba



Philip Zerrillo
Professor,
Sasin School of Management

| Admission Process



Clear Qualifier Test

You must pass the exam to confirm your seat for the program.



Complete Onboarding

Only shortlisted candidates go through the onboarding process.



Start Learning

Learn from India's top educators and stand out from the crowd.

| Fees Structure

Qualifier Test Fee (Non-Refundable)	₹99
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	Option 1	Option 2
	Upfront	EMI Through our NBFC partners
Secure Seat Fee (Non-Refundable)	₹4,000	₹4,000
Remaining Course Fee (Non-Refundable)	₹56,000	₹7,156 x 9 months
Total Program Fee	₹60,000 + GST*	₹68,404 + GST*

*GST at 18% extra, as applicable

