



Certification Program in Digital Marketing with Applied AI

from IIM Ranchi

About IIM Ranchi

The Indian Institute of Management Ranchi (IIM Ranchi) is a nationally recognised management school that develops ethically grounded, innovation-minded leaders through a blend of rigorous academics, applied research, and industry partnerships. The institute emphasises experiential learning, multidisciplinary perspectives, and entrepreneurship to prepare graduates for complex, global business challenges.

Key Highlights:

- **NIRF 2025:** Ranked 18th nationally, reinforcing IIM Ranchi's position among India's top management institutions.
- **Entrepreneurship & Social Impact:** Drives innovation and social responsibility through E-Cell, initiatives, and collaborations supporting Jharkhand's start-ups.
- **Future-Focused & Multidisciplinary:** Offers NEP-aligned multidisciplinary learning integrating analytics, HR, policy, and strategy for future-ready leadership.
- **Research & Global Outlook:** Strengthens thought leadership through research centres and international collaborations, shaping globally aware, analytical managers.



Why Choose This Course?

- **Prestigious Certification:** Receive a certificate of completion from IIM Ranchi, validating your Digital Marketing expertise and strengthening your professional credibility.
- **Future-Proof Career Gateway:** Launch a high-growth career in Digital Marketing skills that leading companies actively seek.
- **Practical, Data-Driven Marketing:** Design and run real-time multi-channel campaigns using analytics, A/B testing and ROI optimization.
- **Immersion Experience:** Campus immersion and hands-on learning through real-world projects led by IIM Faculty.
- **Industry-Relevant Tools:** Gain expertise in top AI-powered marketing tools like GA & Meta Ads.
- **Placement Opportunities*:** Get access to placement preparation, shortlisting support and guidance to help you pursue relevant job roles.

**Eligibility: 75% live attendance & overall 70% marks; offered by Masai*

What Will You Learn?

Advance your career with a hands-on program that builds practical digital marketing skills across SEO, social media, email, paid ads, and analytics. Learn how to use Generative AI tools like ChatGPT to create content, personalize campaigns, and work more efficiently. Apply data-driven strategies to real-world marketing scenarios and complete a capstone project that brings together strategy, execution, and performance measurement.

Toolkit



Course Details

Course Duration
6 Months

Time Commitment
8-10 hours per week

Certification
From IIM Ranchi

Course Curriculum

Module 1: Getting Started with Digital Marketing and AI

- **The Big Picture:** We'll start with the basics of digital marketing and how it has evolved. You won't just learn definitions; you'll see how the industry actually operates today.
- **Meeting AI:** You will jump right into Generative AI. We'll explore what it is and how tools like ChatGPT are changing the game for marketers.
- **Practical Tools:** Get hands-on with Gen AI applications specifically designed for marketing tasks, setting you up to work faster and smarter from day one.

Module 2: Measuring Success and Automating Emails

- **Metrics that Matter:** Forget vanity numbers. We'll focus on Key Performance Indicators (KPIs) and how to choose the right metrics, using Netflix as a case study to see how they use data to keep you watching.
- **Knowing Your Customer:** Learn about "Segmentation" and "Personalization"—which is just a fancy way of saying we treat different customers differently based on what they like.
- **Email Mastery:** You'll learn the basics of email marketing and calculate Customer Lifetime Value (CLV). Plus, we'll use AI to write sales emails that actually get opened.

Module 3: Creating Content and Getting Found on Google

- **SEO Demystified:** We'll break down SEO (Search Engine Optimization), so you understand how to get your website to show up at the top of Google.
- **Keywords and Search:** Learn the difference between SEO (free traffic) and SEM (paid search), and how to find the "keywords" your customers are typing into the search bar.
- **Content Strategy:** You will learn how to plan, optimize, and publish content. We'll even use AI to help generate content ideas so you never face a blank page again.

Module 4: Connecting with Customers on Social Media

- **The Customer Journey:** We will map out the full path a customer takes to find you. We'll look at Starbucks to see how they connect their mobile app rewards with the in-store experience to create loyal fans.
- **Social Listening:** Learn how to "listen" to what people are saying about your brand on social media and use that data to improve your strategy.
- **Creating Campaigns:** You'll learn to design social media campaigns and use AI to instantly create captions, posts, and creative ideas for platforms like Instagram or LinkedIn.

Module 5: Running Paid Ads and Managing Budgets

- **Smart Budgeting:** Learn how to handle advertising budgets so every dollar counts. We'll analyze the Barbie Movie campaign to see how they managed a massive budget across 100+ partnerships to paint the world pink.
- **Ad Creativity:** You will use AI to write ad copy and generate visual creatives, using the "Barbie Selfie Generator" as an example of how AI tools can go viral.
- **PPC and Targeting:** We'll dive into PPC (Pay-Per-Click) fundamentals. You'll learn how to target the specific people who are most likely to buy your product using smart bidding strategies.

Module 6: Making Sense of Data and Predicting Trends

- **Google Analytics:** We'll navigate the dashboard of Google Analytics. You'll learn how to read the data to see who is visiting your site and what they are doing there.
- **Predicting the Future:** Move from just looking at past data to using "predictive analysis" using data to guess what might happen next.
- **Optimizing for Sales:** Learn "Conversion Optimization," which is the art of tweaking your website to get more visitors to click "Buy" or "Sign Up".

Module 7: Capstone Project

- **The Showcase:** This is your time to shine. You will take everything you've learned—from strategy and SEO to ads and analytics—and present a final "Showcase" project.
- **Future Look:** We'll wrap up by discussing future trends, so you stay ahead of the curve.

Projects

PDP Conversion Critique & A/B Test

Pick three live Nykaa product pages. Audit them against e-commerce best practices — fold structure, social proof, urgency cues, FAQs, review surfacing. Identify five conversion-killers, prioritise the fixes, and design a two-variant A/B test for the top one with mockups. The deliverable looks exactly like what a CRO consultant would charge for.

Decision Output: Prioritised CRO test plan with mockups ready for design and engineering handoff.

Performance-Marketing Optimisation

Take a messy multi-channel campaign dataset — Meta Ads + Google Ads + email. Diagnose ROAS inefficiencies channel-by-channel, build a Looker Studio dashboard tracking CAC and LTV by channel, and recommend a revised budget allocation with a measurement plan. This is the actual artefact a growth-marketing interview asks you to walk through.

Decision Output: A defensible budget-reallocation plan with a measurement framework the CMO can sign off on.

Due to the evolving nature of the industry expectations and partner institute feedback, some syllabus aspects may change. Any updates will be communicated during the Inauguration Session(s) or at the start of the relevant module". The project deliverables or case studies for your batch may differ, as per the decision of the Institute or Course Faculty

Programme Directors



Prof. Tamal Samanta
Assistant Professor, IIM Ranchi

Prof. (Dr) Tamal Samanta is an Assistant Professor of Marketing at the Indian Institute of Management Ranchi. He holds a MBA from IIM Nagpur and PhD from IIM Lucknow. His areas of interest and research focus are primarily on the bottom of the pyramid marketing, subsistence markets, periodic markets, and small unorganized retail. His work has been published in international journals such as International Journal of Retail & Distribution Management, Journal of Retailing and Consumer Services, Qualitative Market Research: An International Journal, Journal of Global Marketing, Journal of Financial Services Marketing and conference proceedings such as Subsistence Marketplace Conference, Retail Institute Academic Conference and Macromarketing Conference.



Dr. Shipra Mathur
Assistant Professor, IIM Ranchi

Dr. Shipra Mathur is an Assistant Professor of Marketing at Indian Institute of Management Ranchi. She holds a Ph.D. in Marketing from Indian Institute of Technology Roorkee, where her research focused on contemporary issues in consumer behavior and marketing communication. Her teaching interests span key areas such as Brand Management, Consumer Behavior, Digital Marketing, and Marketing Research, reflecting a strong blend of theoretical grounding and practical relevance. Dr. Mathur's research primarily explores consumer psychology, brand authenticity, and the impact of communication cues in digital environments. Her work employs experimental methods to understand how marketing interactions shape consumer perceptions, particularly in online contexts.

Admission Process



Clear Qualifier Test

Clear the qualifier test to be eligible for the program



Complete Counselling

Only shortlisted candidates go through the counselling process



Secure your seat

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)
Registration Fee Non-refundable	₹4,000	₹4,000
Program Fee Non-refundable	₹66,000	₹12,320 x 6 months
Total Fees Non-refundable	₹70,000 + GST	₹77,920 + GST

*GST at 18% extra, as applicable

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