



# CERTIFICATE PROGRAM IN **DIGITAL MARKETING** FROM IIM SIRMAUR

# About IIM Sirmaur

Indian Institute of Management Sirmaur (IIM Sirmaur), established in 2015, is a Centrally Funded Institution of National Importance under the Ministry of Education, Government of India. As one of the newer IIMs, it aims to provide high-quality management education, cutting-edge research, and leadership development. The institute offers flagship full-time MBA and MBA programs, along with a Ph.D. program, maintaining rigorous academic standards comparable to other IIMs. With a strong focus on industry engagement, ethical leadership, and socio-economic development, IIM Sirmaur nurtures future-ready professionals equipped for global business challenges.

The institute fosters a transformative learning environment with modern infrastructure, a research-driven curriculum, and corporate collaborations. Its vision is to be a globally respected institution for management excellence, producing competent, ethical, and future-oriented leaders.



# What Will You Learn?

In the Certificate Program in Digital Marketing from IIM Sirmaur, you will master core digital marketing concepts, explore key strategies across SEO, SEM, social media, and content marketing, and develop data-driven campaign management skills. Learn to leverage analytics tools to optimize marketing efforts and drive engagement. Apply your knowledge in practical projects to build impactful, results-driven digital marketing campaigns.

## Toolkit



# Why Choose This Course?

- **The Prized IIM Prestige:** Fully online Digital Marketing program (fee: ₹60,000) under the prestigious IIM brand.
- **Comprehensive Curriculum:** Learn everything from SEO to AI-powered ads, and build expertise in digital marketing strategies and tools.
- **Certification & Network:** Earn a prestigious IIM Sirmaur certification, recognized in the industry, and expand your professional network.
- **Future-Proof Career Gateway:** Launch into a high-growth, future-proof digital marketing career with in-demand skills.
- **Exposure to Cutting-Edge Techniques:** Master the latest marketing trends, including AI, automation, and advanced analytics.
- **Industry Readiness\*:** Get interview-focused coaching and AI-powered practice sessions to boost hiring outcomes.

*\*CGPA above 5 required*

# Course Details

**Course Duration**  
6 Months

**Time Commitment**  
8–10 hours per week

**Certification**  
From IIM Sirmaur

## Course Curriculum

### MODULE 1

#### **DM101: Foundations of Digital Marketing**

- Definition, evolution, and growth of digital marketing
- Role and types of digital media
- Advantages over traditional marketing
- Current trends and future directions

#### **DM102: Understanding the Digital Customer**

- Overview of modern customer behavior and decision-making
- The digital buying behaviour
- The digital marketing funnel: awareness, consideration, conversion, loyalty
- Digital journey map
- Creating and using customer personas
- E-commerce & Product Listing

#### **DM103: Customer Engagement & Omnichannel Integration**

- Defining customer engagement and its importance
- Strategies for online and offline channel integration
- Introduction to the P-O-E-M (Paid, Owned, Earned Media) framework
- Techniques for customer acquisition and retention

## MODULE 2

### DM201: Search Engine Optimization & Marketing

- Search Marketing: Search Engine Optimisation, Search Advertising
- Fundamentals of Search Engine Optimization (SEO)
- On-page, off-page, and technical SEO best practices
- Overview of keyword research and content strategy

### DM202: Email Marketing Strategies

- Building and segmenting an email list
- Crafting high-conversion email campaigns
- Personalization techniques in email marketing
- Overview of popular tools (e.g., Mailchimp) and metrics for success

### DM203: Mobile & Social Media Marketing

- Mobile App marketing
- Developing a social media marketing strategy
- Content marketing for engagement and brand-building
- Building online brand community

## MODULE 3

### DM301: Influencer Marketing

- Leveraging influencer partnerships and community management
- Using social listening for real-time engagement insights
- Emergence of virtual influencers

### DM302: Digital Marketing Analytics – Part I

- Identifying key performance indicators (KPIs) for campaigns
- Analyzing campaign metrics: branding, financial, and engagement metrics
- Understanding return on investment (ROI) in digital marketing
- Introduction to A/B testing and split testing methodologies

### DM303: Digital Marketing Analytics – Part II

- Advanced techniques in campaign measurement and evaluation
- Budgeting, planning, and executing digital campaigns
- Data mining and visualization for customer insights
- Sentiment analysis, social listening, and crisis management

### DM303: Emerging Technologies & Future Trends in Digital Marketing

- Introduction to marketing automation and its tools
- Overview of IoT, robotics, and self-tracking technologies
- Exploring AR, VR, and XR applications in marketing
- Implementing AI for campaign optimization and prompt-based strategies

# Our Instructors



**Dr. Karthikeyan Balakumar**

Assistant Professor, IIM Sirmaur

Dr. Karthikeyan Balakumar is a Ph.D. in Marketing from IIM Calcutta. He has a PGDM from IIM Trichy and has also secured the Gold Medal for Academic proficiency in Marketing from there. His research interests are: Retailing, Channel Management, Sales and Distribution, Digital Marketing. He has also worked in channel sales for the TTK Prestige and had set up a tertiary eye care hospital in Dar es Salaam, Tanzania.



**Dr. Balamurugan Annamalai**

Assistant Professor, IIM Sirmaur

Dr. Balamurugan is an Assistant Professor with IIM Sirmaur. He specialises in Retail Management, FMCG Marketing, Consumer Behavior, Digital Marketing, Marketing Analytics, Marketing Management I, Advances in Consumer Behavior (PhD), Marketing Theories & Contemporary Research (PhD). Training Conducted: Digital Marketing, Strategic Retail Marketing, Marketing Strategy. Research Interest: Social Media Marketing.





**Dr. Anuj Jain**

Assistant Professor, IIM Sirmaur

Dr. Anuj Jain earned his doctorate in Marketing from XLRI – Xavier School of Management, Jamshedpur, with a specialization in the intersection of marketing and technology. His research focuses on the effects of new-age technology on consumers, brands, and society. He has nearly five years of experience in consulting and entrepreneurial roles at Daily Diet Boxes. Dr. Jain also holds a Bachelor of Technology in Environmental Engineering from IIT (ISM), Dhanbad. His work has been published in esteemed marketing journals, including the Journal of Brand Management and Psychology & Marketing, and he has presented his findings at prestigious conferences including the Global Marketing Conference (GMC), the International Centre for Anti-Consumption Research (ICAR) Conference, and the Behavioral Science in Management (BSIM) Conference.

# Admission Process



## Submit Application

Complete application form to showcase your motivation and goals.



## 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

Application Fee (Non-Refundable)		₹100	
	Option 1	Option 2	
	Upfront	EMI (Through our NBFC partners)	
Secure Seat Fee (Non-Refundable)	₹4,000	₹4,000	
Programme Fee (Non-Refundable)	₹56,000	₹10,454 x 6 months	
Total	₹60,000	₹66,724	





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