



IIM SIRMAUR  
KNOWLEDGE . LEADERSHIP



# 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.
- **Placement Opportunities\*:** Receive resume reviews, career coaching, and placement support to land your dream role.

*\*Eligibility: 7+ CGPA and 75% attendance*

# Course Details

**Course Duration**  
6 Months

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

**Certification**  
From IIM Sirmaur

## Course Curriculum

### Module 0: Program Orientation

- Introduction and orientation
- LMS and other details

### Module 1: Foundations of Digital Marketing

- Fundamentals of Marketing (STP, 4Ps)
- Evolution of Marketing (from traditional to digital)
- Digital Marketing Spectrum
- P-O-E-M (Paid, Owned, Earned Media) framework
- Factors Impacting Digital Marketplace
- Digital Marketing Business Models

### Module 2: Understanding the Digital Customer

- Modern customer behavior and decision-making
- Creating and using customer personas
- Segmentation strategies in digital contexts
- The digital marketing funnel
- Balancing privacy with personalized marketing

### Module 3: Search Marketing and Display Advertising

- Search Engine Marketing: SEO and SEA fundamentals
- On-page, off-page, technical SEO
- Overview of keyword research
- Paid Search
- Google Display Network
- How display advertising works
- Getting most out of display creative
- Challenges in Display advertising

## **Module 4: Email marketing, Social media marketing & Content Strategy**

- Email Strategies and Execution
- Integrating Email with other channels
- Marketing in social media
- Social media advertising considerations
- Content marketing
- Amplification using UGC
- Influencer marketing

## **Module 5: Digital Marketing Campaign Management & Mobile Marketing**

- Elements of Digital Campaign
- Search and Display Advertising Execution
- Campaign Analytics and Marketing ROI
- Identifying KPIs
- Campaign metrics and ROI
- Mobile Marketing

## **Module 6: Product Listing & Omnichannel Integration**

- Product listing – Point of Parity & Point of Distinction
- Strategies for online and offline integration
- E-Commerce vs M-Commerce vs Q-Commerce
- Techniques for customer acquisition and retention

## **Module 7: AI and Marketing**

- Introduction to AI and Marketing
- AI integration Archetypes
- Decision-driven Analytics
- Marketing Automation
- Agentic AI and MCP

## **Module 8: Web and Text Analytics for Digital Marketing**

- Web scraping for marketing intelligence
- Topic modeling on user-generated content
- Sentiment analysis and opinion mining
- Synthetic Consumers
- Self-evolving agents

## **Module 9: Customer & Marketing Campaign Analytics**

- Customer Segmentation using RFM Analysis
- Customer Lifetime Value
- Customer churn prediction using classification models
- Sales analytics applications in digital marketing
- Forecasting monthly ad revenue from Google Ads and Instagram campaigns

## **Module 10: Digital Marketing Careers**

*Note: Modules/topics are indicative only, and the suggested time and sequence may be dropped/modified/adapted to fit the total program hours.*

# 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

<b>Application Fee</b> (Non-Refundable)	<b>₹100</b>	
	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	₹10,453 x 6 months
<b>Total</b>	<b>₹60,000</b>	<b>₹66,718</b>



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