



CERTIFICATE PROGRAM IN **DIGITAL MARKETING & ANALYTICS** *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.

WHY CHOOSE THIS COURSE?

- **Career Opportunities:** Qualify for high-demand roles like Digital Marketing Manager, SEO Specialist, Data Analyst, and more with prestigious IIM Sirmaur Certification
 - **Practical Marketing Strategies:** Learn to create and execute integrated digital marketing campaigns across multiple channels.
 - **Data-Driven Decision Making:** Develop skills in marketing analytics, A/B testing, and ROI calculation for better campaign performance.
 - **AI Integration:** Learn to use AI tools for content creation, SEO optimization, and campaign management.
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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

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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

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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

MEET OUR INSTRUCTORS



Dr. Karthikeyan Balakumar
Assistant Professor, IIM Sirmaur



Dr. Balamurugan Annamalai
Assistant Professor, IIM Sirmaur



Dr. Anuj Jain
Assistant Professor, IIM Sirmaur

YOUR CAREER PATHWAYS

Content
Marketing
Manager

Data Analyst
(Marketing)

E-Commerce
Marketing
Specialist

Digital Marketing
Manager

Social Media
Manager

Digital
Marketing
Consultant

SEO/SEM
Specialist

Marketing
Automation
Specialist

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*	₹99	
	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	₹10,267 x 6 months
Total Program Fee	₹60,000	₹65,602

(*100% refund of the qualifier test fee, if you don't qualify or if you qualify but choose not to enroll after counseling)

For more information visit
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