



भारतीय प्रबंध संस्थान तिरुचिरापल्ली  
Indian Institute of Management Tiruchirappalli

**masai**<sup>®</sup>

# DIGITAL MARKETING WITH APPLIED AI FROM IIM TRICHY

# ABOUT IIM TRICHY

The Indian Institute of Management Tiruchirappalli (IIM Trichy) is a prominent institution established in 2011, part of the prestigious IIM family. Located in the vibrant city of Tiruchirappalli, Tamil Nadu, it has rapidly grown into a significant name in management education, earning consistent recognition for its academic excellence.

## Key Highlights:

- **Rankings:** Consistently ranked among India's top management schools, including a 15th position among all IIMs in Management category and 18th in the Business Today – MDRA B Schools Ranking 2024.
- **Accreditation:** IIM Trichy is an AACSB Business Education Alliance Member
- **Global Collaborations:** Engages in student and faculty exchange programs, joint research, and international workshops with renowned institutions worldwide.



# WHAT WILL YOU LEARN?

Develop user-centered campaign thinking, leveraging advanced tools and prompt engineering for compelling content. Work on 20+ 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



# WHY CHOOSE THIS COURSE?

- **Certification from IIM Trichy:** Receive a Certificate of Completion from IIM Trichy, recognizing your achievement.
- **Future-Proof Career Gateway:** Launch into a high-growth, future-proof digital marketing career with in-demand skills.
- **Open to All backgrounds:** No tech or business experience needed – just your curiosity and drive.
- **Advanced Curriculum:** Access cutting-edge content, simulations, and evaluations focused on real-time project implementation.
- **World-Class Faculty:** Learn directly from IIM Trichy's top-tier faculty and industry experts.
- **Case-Based Learning:** Engage in real-world, case-based sessions that connect theory with practical business challenges.

# COURSE DETAILS

**Course Duration**  
6 Months

**Certification**  
From IIM Trichy

## **Module 1: Digital Marketing Foundations & The AI Revolution**

- Digital Marketing
- Intro to Generative AI
- Gen AI applications in Marketing

## **Module 2: Marketing metrics and Automation with AI**

- Marketing Metrics & KPIs
- Segmentation & Personalization
- Email Marketing Basics
- Writing Emails with AI
- CLV calculation

## **Module 3: Content Marketing & SEO with AI**

- SEO Basics
- SEM and keyword optimisation
- Content Strategy with AI
- Optimize & publish

## **Module 4: Customer Experience Management In The Digital Era**

- Mapping the Consumer Journey
- Funnel approach
- Digital channels and touch points

## **Module 5: Social Media Marketing & AI**

- Social Listening & Analytics
- Creating Posts with AI
- Campaigns & Automation

## **Module 6: Advertising budgets & AI-Driven Optimization**

- Ad budgets
- Ad Copy & Creatives with AI
- PPC Fundamentals
- Targeting & Smart Bidding

## **Module 7: Analytics, Optimization & Capstone Project**

- Google analytics
- From Data to Predictions
- Conversion Optimization & Personalization
- Capstone Showcase & Future Trends

# PROGRAM DIRECTORS



**Prof. Ajitha S**

Assistant Professor, IIM Tiruchirappalli

Dr. Ajitha is a marketing academic with expertise in Branding, Luxury Marketing, and Marketing Metrics. She has taught at Amrita School of Business and SRM University AP, holding key roles such as Research Head and Program Coordinator. A UGC fellow with a PhD from NIT Trichy, her research spans luxury branding, consumer culture, and ethics. She has published in top ABS-listed journals, won multiple best paper awards, and presented at global conferences. She also serves as a reviewer and guest speaker for reputed institutions.



**Prof. Yukti Sharma**

Assistant Professor, IIM Tiruchirappalli

Dr. Yukti Sharma is an Assistant Professor of Marketing at IIM Tiruchirappalli. She completed her Post-Doctoral Fellowship at IIM Calcutta, building on her PhD work in Subsistence Marketplaces. Her research focuses on Food Marketing, Luxury Branding, and Developmental Markets, with publications in top journals including EJM, JCM, TFSC, and JRCS. She has taught at SPJIMR, MDI, GIM, and the University of Delhi. Her teaching interests include Retail Marketing, IMC, and Marketing Research. Dr. Sharma is recognized for her work on consumer behavior in emerging and subsistence markets.

# 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

|                                               |            |
|-----------------------------------------------|------------|
| <b>Qualifier Test Fee</b><br>(Non-Refundable) | <b>₹99</b> |
|-----------------------------------------------|------------|

|                                                 | Option 1       | Option 2                         |
|-------------------------------------------------|----------------|----------------------------------|
|                                                 | Upfront        | EMI<br>Through our NBFC partners |
| <b>Secure Seat Fee</b><br>(Non-Refundable)      | ₹4,000         | ₹4,000                           |
| <b>Remaining Course Fee</b><br>(Non-Refundable) | ₹81,000        | ₹10,350 x 9 months               |
| <b>Total Program Fee</b>                        | ₹85,000 + GST* | ₹93,100 + GST*                   |

\*GST at 18% extra, as applicable

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