



भारतीय प्रबंध संस्थान मुंबई
Indian Institute of Management Mumbai

DIGITAL MARKETING & ANALYTICS

FROM IIM MUMBAI

About IIM Mumbai

The Indian Institute of Management Mumbai (IIM Mumbai) is a premier institute, cultivating visionary leaders through cutting-edge education, entrepreneurship, and strategic leadership. We emphasize experiential learning and robust industry collaboration, preparing leaders for global business challenges.

- **NIRF 2025:** Ranked 6th nationally for excellence in management education and leadership.
- **Award-Winning:** Winner of the prestigious LEAPS-2024 Award for logistics education.
- **Future-Focused:** Aligned with NEP 2020 for multidisciplinary, forward-thinking education approaches.
- **Strategic Impact:** Specialized programs driving innovation, entrepreneurship, and strategic leadership skills.



Why Choose This Course?

- **Elite Credentials***: Boost your career with an industry-recognised IIM Mumbai certification.
- **Comprehensive Skill Development**: Master SEO, SEM, social media, analytics, and automation.
- **Industry-Relevant Tools**: Gain expertise in top AI-powered marketing tools like GA & Tableau.
- **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.
- **Placement Opportunities****: Get access to placement preparation, shortlisting support, and guidance to help you pursue relevant job roles. (Eligibility: 70% marks; offered by Masai).

**Certification Criteria: 75% attendance in the live classes and 50% marks in the overall evaluation.*

What Will You Learn?

In this programme, you will learn how to design, execute, and measure end-to-end digital marketing campaigns using data and analytics. You'll build practical skills across performance marketing, SEO, social media, content, and marketing automation, while learning to read funnels, dashboards, and attribution reports with confidence. You'll also explore how AI and emerging digital tools are transforming marketing, preparing you to make sharper, data-driven decisions that directly impact growth and ROI.

Course Details

Course Duration
6 Months

Live Classes
3 hours per week

Certification
from IIM Mumbai

Course Curriculum

101: Marketing Fundamentals

- Introduction to Marketing: Marketing Mix, STP, scope, and importance
- Conducting marketing research and consumer insights
- Managing integrated marketing communications
- Managing digital products including MVP, wireframes, and digital analytics
- Costing and pricing fundamentals in digital marketing
- Project I: Practice assignment, evaluation, and feedback

102: Digital Marketing and Analytics Primer

- Digital channels overview: Websites, social media, email, and mobile platforms
- Customer journey and persona building: Understanding touchpoints and creating customer personas
- Website development
- Digital marketing fundamentals and strategies including scope and comparison with traditional channels, goal setting, budgeting, and campaign planning
- Case studies: Analysis of successful and failed digital marketing campaigns
- Project II: Practice assignment, evaluation, and feedback

103: Content Creation Using AI Tools

- Introduction to AI in content marketing: Overview of AI tools for text, visual, and video content
- Content ideation and copywriting: Techniques for generating creative content
- AI ethics and practical considerations: Responsible use of AI in marketing
- Landing page design
- Project III: Practice assignment, evaluation, and feedback

104: Social Media and Influencer Marketing

- Social media landscape: Platform analysis and audience segmentation including platforms like Instagram, LinkedIn, Meta, X (Twitter), and YouTube
- Social media advertising: Creating, managing, and optimizing paid campaigns and content strategy
- Influencer marketing: Identifying, onboarding, and managing influencers
- Project IV: Practice assignment, evaluation, and feedback

105: SEO and SEM

- Introduction to SEO: Basics, importance, and trends
- On page and off page SEO: Optimizing content and building backlinks
- Introduction to SEM: Campaign setup with Google Ads and keyword research and Google AdSense
- Performance metrics for SEO and SEM: Understanding KPIs and using tools such as SEMrush
- Project V: Practice assignment, evaluation, and feedback

106: Data Analytics in Marketing

- Introduction to marketing analytics: Importance and role in decision making
- Google Analytics basics: Setup, navigation, and reporting
- Advanced analytics tools: Training on Power BI, Tableau, or Excel for visualization including CLM tools
- A/B testing and experimentation: Designing and interpreting tests
- Attribution models and ROI calculation: Conversions and marketing ROI
- Introduction to campaign management: Components and lifecycle of a campaign
- Project VI: Practice assignment, evaluation, and feedback

107: Capstone Projects

- Work in teams on a real or simulated business case, defining target audience, goals, KPIs, and budgets
- Plan and design an integrated campaign including personas, channel mix, content strategy, and timelines using AI tools
- Execute the campaign using tools such as ChatGPT, Canva, social media, SEO or SEM, automation, and Google Analytics
- Analyse performance and present results and learnings to faculty and peers, with top projects showcased for recognition and career guidance

Programme Directors



Prof. Neeraj Pandey
Professor, IIM Mumbai

Dr. Neeraj Pandey is a Professor of Marketing and the Dean of Faculty Affairs at the Indian Institute of Management Mumbai (IIM Mumbai). He is a distinguished academic with several accolades, including the Best Teacher award by IIM Mumbai and the AIMS IRMA Outstanding Management Researcher Award. He holds a Post Doc from The Johns Hopkins University and has a strong background in case writing, with publications in Ivey Publishing and The Case Centre. His research and consulting expertise spans Pricing, Digital Marketing, B2B Marketing, and Product Management. He has also consulted for major organizations like BPCL, Dr. Reddy's Laboratories Ltd., and ONGC, and is the author of two books, including Intellectual Property Rights.



Prof. Vartika Srivastava
Assistant Professor, IIM Mumbai

Dr. Vartika Srivastava is an Assistant Professor in Marketing at IIM Mumbai with a unique blend of academic excellence and global consulting experience. She holds a PhD in Marketing from IIT Bombay, an MBA (PGDM) from IIM Ahmedabad, and a B.Tech in Electrical Engineering from IIT Kharagpur. Before joining academia, she worked as a Project Manager with Monitor Deloitte, leading end to end strategy engagements across sectors such as textiles, pharma, auto, consumer goods, and private equity. She has also served on the faculty at IIT Madras and contributed to data analytics and admissions initiatives at premier institutions.

Admission Process



Clear Qualifier Test

You must pass the exam to confirm your seat for the programme.



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

Qualifier Test Fee (Non-Refundable)	₹99	
	Option 1	Option 2
	Upfront	EMI (Through Our NBFC Partners)
Secure Seat Fee (Non-Refundable)	₹4,000	₹4,000
Programme Fee (Non-Refundable)	₹76,000	₹14,187 x 6 months
Total	₹80,000	₹89,122

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