AI-POWERED PRODUCT MANAGEMENT & GROWTH MARKETING PROGRAM

FROM IIM ROHTAK

About IIM Rohtak

The Indian Institute of Management Rohtak (IIM Rohtak) is a premier institute, known for cultivating visionary leaders through its cutting edge management education and fostering a dynamic environment for high quality research. We emphasize a cross functional perspective and robust industry collaboration, preparing future ready leaders for global business challenges.

Key Highlights:

- NIRF 2025: Ranked 19th nationally in the Management Category, showcasing excellence in management education.
- AMBA Accreditation: Accredited by the Association of MBAs (AMBA), placing it among the top 2% of business schools globally.
- Holistic Leadership Development: We cultivate future leaders through a unique blend of rigorous academics, experiential learning, and an emphasis on practical acumen for real-world business challenges.
- Strategic Impact: Committed to public policy work, with various consultancy projects for government ministries and a strong focus on experiential learning for practical management skills.

Why Choose This Course?

- **Prestigious Certification*:** Receive a Certificate of Completion from IIM Rohtak, recognizing your achievement.
- **Future-Proof Career Gateway:** Launch into a high-growth, future-proof product management career with in-demand skills.
- **Advanced Curriculum:** Access cutting-edge content, simulations, and evaluations focused on real-time project implementation.
- **World-Class Faculty:** Learn directly from IIM Rohtak's top-tier faculty and industry experts
- **Vibrant Professional Networking:** Build valuable connections with peers, faculty, and industry leaders for career growth
- **Campus Immersion:** Engage in an optional 2-day offline experience at IIM Rohtak for product labs, workshops, and networking

*Certificate Criteria: Student must attend a minimum of 70% of live sessions and achieve a minimum of 30% marks (in assessment, project presentation and offline examination) to be eligible for the course completion certificate.

What Will You Learn?

Elevate your career with the AI-Powered Product Management & Growth Marketing Program. This intensive course equips you to build, launch, market, and scale digital products. Master agentic AI using ChatGPT, the OpenAI Assistants API, and Midjourney for automation and personalization. Learn product thinking, UX, digital growth channels, and apply AI driven strategies to your campaigns. The program culminates in a capstone project to launch a digital product, ensuring you gain a competitive edge in data driven leadership.

Toolkit

Jira HubSpot Notion

Meta Looker hotjar Canva

Course Details

Course Duration
5 Months

Live Sessions
2.5 hours per week

Certification
From IIM Rohtak

Course Curriculum

Module 1: Marketing Fundamentals and Branding

ICPs and market segmentation, Positioning and brand storytelling
Tools: HubSpot and Canva

Module 2: Product Thinking

Product concept, Concept maps, concept combination table, Product lifecycle

Module 3: UX, Prototyping and Product Analytics

Wireframes, user flows, prototyping, Usability testing, Retention analysis.
Tools: Figma, Hotjar

Module 4: Business Application of AI in Product & Marketing

AI-driven personalization, Journey orchestration using LLMs, Predictive analytics.
Tools: ChatGPT, Midjourney, Looker Studio.

What is Agentic AI, Agentic vs traditional AI, properties of autonomous agents, Assistants API, and human-in-the-loop AI ethics.
Tools: ChatGPT, OpenAI Assistants API, Midjourney.

Module 5: Digital Strategy for Products

Digital Strategy for Products: Problem-solution fit, competitor analysis, business model canvas, strategic canvas.

Module 6: Digital Growth Channels

Performance marketing, Paid ads (Meta, Google), SEO/SEM, email, influencer marketing.
Tools: Meta Ads, Google Ads. Campaign optimization and performance marketing.

Module 7: Agile, Roadmaps and Stakeholder Management

Roadmapping, Sprint planning, Stakeholder management.
Tools: Jira, Notion.

Module 8: Integrative Project

Team-based project to build a roadmap on product MVP, launch, and growth.

Programme Faculty Incharge

Dr. Rubina Chakma
Assistant Professor, Marketing and Strategy, IIM Rohtak

Dr. Rubina is an Assistant Professor in the Marketing and Strategy Area at Indian Institute of Management Rohtak. She holds a Ph.D. in Strategy from IIT Delhi and an MBA from Motilal Nehru National Institute of Technology (MNNIT), Allahabad. Her research work has been published in reputed International Journals, such as IEEE Transactions on Engineering Management, Journal of Strategic Marketing, Journal of Management and Organization, and Technology Analysis and Strategic Management Journal. Before Joining IIM Rohtak, she worked as an Assistant Professor at IILM Institute for Higher Education, Lodhi Road, New Delhi. Her research interests include Organizational Ambidexterity and Innovation Management.

Panelists

Dr. Archit V. Tapar
Assistant Professor, Marketing Management, IIM Rohtak

Archit is a faculty member in the Marketing Management area at IIM Rohtak and a Marketing Fellow from IIM Indore, with a master's in management from Mumbai University. He brings a strong blend of academic and industry experience, having served as a Marketing Manager in Mumbai and as faculty at PICT STM, Pune. His research focuses on brand anthropomorphism, with publications and presentations in reputed international journals and conferences. His interests span brand management, services and tourism marketing, online retailing, and experimental research, and he has also contributed to organizing major national and international conferences at IIM Indore.

Dr. Harmanjit Singh
Assistant Professor, Marketing and Strategy, IIM Rohtak

Dr. Harmanjit Singh is an Assistant Professor in the Marketing and Strategy department at IIM Rohtak. He holds a Ph.D. in Marketing from IIM Kashipur, where he examined the influence of user-generated content such as online reviews on consumer behavior in the fashion e-commerce domain. He has published his research papers in reputed journals such as Computers in Human Behavior and International Journal of Retail & Distribution Management. He has also presented his research papers at various national and international conferences organized by IIM Raipur, IIM Rohtak, IIM Kozhikode and University of Zaragoza, Spain. He serves as a reviewer for several academic journals listed in the ABDC journal quality list.

Dr. Abhishek Yadav
Assistant Professor, Marketing and Strategy, IIM Rohtak

Dr. Abhishek Yadav is a faculty in Marketing and Strategy area at IIM Rohtak. He holds a Ph.D. in Marketing from Indian Institute of Management Kashipur and a masters in business administration (MBA) degree with specialization in International Business from the Delhi School of Economics, University of Delhi. His research primarily focuses on consumer-brand relationships, consumer emotions, consumer behavior and gamification. He has published papers in ABDC and Scopus-listed journals and books. He has also presented his research at several international marketing conferences in multiple countries.

Dr. Ankita Sahai
Faculty, Marketing and Strategy, IIM Rohtak

Dr. Ankita Sahai is a faculty member in Marketing and Strategy at IIM Rohtak and completed her Ph.D. in Marketing from IIM Indore in 2023, with her thesis focusing on perceived destination coolness. Her work has been presented or published at leading international forums such as AMA, EMCB, ICIS, ANZMAC, INFORMS, INDAM, NASMEI, PAN-IIM, and AIM-AMA Sheth Foundation conferences. She brings prior experience from IISc Bangalore in academic research and nearly two years of industry experience at 3M India in channel and sales management. She holds a PGDM in Marketing & Finance from BIMHRD Pune and a Bachelor's in Advertising and Sales Management from Patna Women's College.

Dr. Neeraj Singh
Assistant Professor, Marketing and Strategy, IIM Rohtak

Dr. Neeraj Singh is a Assistant Professor in Marketing and Strategy at IIM Rohtak and holds a Ph.D. from IIM Lucknow. A UGC-NET JRF awardee and alumnus of IIFM Bhopal, he has also served as visiting faculty at XIM University. His research focuses on farmers' adoption of AgTech platforms and consumer multihoming in digital retail, with work grounded in network externality theory, social role theory, and S-O-R models. His published studies provide early empirical insights into platform design preferences, trust factors, and the nuanced impact of multihoming on digital market dynamics.

Dr. Pranav Dharmani
Assistant Professor, Marketing and Strategy, IIM Rohtak

Dr. Pranav Dharmani is working as an Assistant Professor in Marketing and Strategy area at IIM Rohtak. He holds Ph.D. (FPM) in Business Policy and Strategy from IIM Raipur and M.Tech in Nanoscience and Technology from Delhi Technological University (formerly DCE). His research has been published in Journal of Business Research and has been selected at various conferences like Academy of Management, Strategic Management Society, European Academy of Management, British Academy of Management, Industry Studies Association, etc. His research interests include industry evolution, technology management and creative industries.

Dr. Deepali Dhingra
Faculty, Marketing and Strategy, IIM Rohtak

Dr. Abhishek Yadav is a faculty in Marketing and Strategy area at IIM Rohtak. He holds a Ph.D. in Marketing from Indian Institute of Management Kashipur and a masters in business administration (MBA) degree with specialization in International Business from the Delhi School of Economics, University of Delhi. His research primarily focuses on consumer-brand relationships, consumer emotions, consumer behavior and gamification. He has published papers in ABDC and Scopus-listed journals and books. He has also presented his research at several international marketing conferences in multiple countries.

Dr. Mihir Khushwah
Assistant Professor, Marketing and Strategy, IIM Rohtak

Dr. Mihir is an Assistant Professor in the Marketing and Strategy domain at the Indian Institute of Management Rohtak. He holds a Ph.D. from the Indian Institute of Management Raipur. Prior to his Ph.D. he has worked in the retail sector and the corporate sector. He integrates the recent academic research with practical industry experience to offer novel perspectives and insights into marketing challenges. During his doctoral programme he provided consultancy services to the Chhattisgarh State Minor Forest Produce (Trading & Development) Co-operative Federation Ltd. under the aegis of the Chhattisgarh Government.

Dr. Ankit Kesharwani
Assistant Professor, Marketing and Strategy, IIM Rohtak

Dr. Ankit Kesharwani is an Assistant Professor in Marketing and Strategy with over eight years of post Ph.D. experience, previously associated with IIFT Delhi and IBS Hyderabad. He specializes in digital marketing, marketing analytics, web and social media analytics, and business research. He has conducted training for leading government and corporate organizations and contributed to national projects such as LPI S 2020, LEADS 2021, and KVIC 2021. His research is widely published in reputed international journals, focusing on technology adoption, mobile apps, online advertising, and service co creation.

Admission Process

Clear Qualifier Test
You must pass the exam to confirm your seat for the program.

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)	~~₹62,000~~ ₹56,000	~~₹7,923~~ ₹7,156 x 9 months
Total Program Fee	~~₹66,000~~ ₹60,000*	~~₹75,307~~ 68,404*

**GST at 18% extra, as applicable*

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