भारतीय प्रबंध संस्थान तिरूचिरापल्ली
Indian Institute of Management Tiruchirappalli

masai

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:

- Consistently ranked among India's leading management institutes
- NIRF 2025: Ranked 16th in the Management category
- Business Today–MDRA B-Schools Ranking 2025: Ranked 17th
- THE WEEK–Hansa Research Survey 2025: Ranked 13th
- Fortune India Best B-Schools 2025: Ranked 21st
- International Accreditation: PGPM, PGPM-HR, and PGPBM programmes accredited by the Association of MBAs (AMBA)



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.
- **Case-Based Learning:** Engage in case based session that connect theory with practical business challenges.
- **Industry Readiness*:** Get interview-focused coaching and AI-powered practice sessions to boost hiring outcomes.

**Industry readiness is exclusively facilitated by Masai for students who meet the eligibility criteria of a 50% cumulative evaluation score."*

What Will You Learn?

Develop user-centered campaign thinking, leveraging advanced tools and prompt engineering to create compelling content. Work on real-world case studies to build a robust portfolio. Gain expertise in the next frontier of online growth through practical application and strategic insights. You will achieve the top edge in a rapidly evolving digital landscape and be ready to lead data driven marketing teams with strategic expertise.

Indicative Tools



Course Details

Course Duration
6 Months

Live Classes
3 hours per week

Certification
From IIM Trichy

Module 1: Digital Marketing Foundations

- Introduction to Marketing
- Introduction to Digital Marketing

Module 2: The AI Revolution & Content Strategy

- Gen AI applications in marketing
- Introduction to Content Management System
- SEO and Keyword Optimization
- Fundamentals of Social Media Content Management
- Content Strategy with AI

Module 3: Introduction to Digital Tools & Analytics

- Digital Tools for Website Development
- Introduction to Google Analytics
- Measuring and Optimizing Websites Using Analytics Tools

Module 4: Customer Experience Management in Digital Era

- Digital Channels and Touch Points
- Creating and using customer personas
- Segmentation & Personalization
- Mapping the Consumer Journey
- Funnel Approach

Module 5: Digital Marketing Campaigns & AI

- SEM and PPC Fundamentals
- Social Media Marketing & Social Listening
- Creating Posts with AI
- Campaign Automation & AI

Module 6: Advertising budgets & AI-Driven Optimization

- Ad Budgets
- Ad Copy & Creatives with AI
- Targeting & Smart Bidding

Module 7: Advanced Digital Marketing Analytics & Capstone Presentations

- Role of AI in analytics
- Analytics using AI - Segmentation, Sentiment Analysis
- Analytics using AI - Campaign Response and Churn Prediction

Program Directors



Prof. Krishna Teja Perannagari

Assistant Professor, IIM Tiruchirappalli

Dr. Krishna Teja Perannagari is an academic and customer advocate specializing in marketing, customer management strategies, and analytics. He holds a Ph.D. in Marketing from IIM Kashipur, an MBA in Marketing from JNTU College of Engineering, Hyderabad, and a B.Tech in Computer Science from the same institution.

He has served as Assistant Professor at IIM Tiruchirappalli and the Jagdish Sheth School of Management, Bengaluru, and has also been associated with MICA, Ahmedabad, as an Assistant Post-Doctoral Fellow. His industry experience includes working as a Junior Software Engineer at EPAM Systems and an internship through the Google Summer of Code program.

Dr. Perannagari has published in reputed journals such as the International Journal of Retail & Distribution Management and the Journal of Public Affairs, contributed book chapters, and played a key role in organizing national and international academic conferences.



Prof. Meenakshi N

Associate Professor, IIM Tiruchirappalli

Meenakshi Nagarajan is an Associate Professor of Marketing at IIM Tiruchirappalli, with prior experience at IMI New Delhi and Goa Institute of Management. She holds a Ph.D. from FMS Delhi and a Master's in International Business from Delhi School of Economics, with over two and a half decades of academic experience in teaching, research, case writing, and executive training.

She has published extensively in top-tier international journals and authored cases featured in Harvard Business Publishing and Ivey Publishing. She has also conducted executive training programs for leading organizations across automotive, energy, manufacturing, government, and public-sector institutions.

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

Application Fee (Non-Refundable)	**₹100**

	Option 1	Option 2
	Upfront	**EMI** (Through our NBFC partners)
Secure Seat Fee (Non-Refundable)	₹4,000	₹4,000
Programme Fee (Non-Refundable)	₹81,000	₹10,350 x 9 months
Total	₹85,000*	₹97,150*

**GST at 18% extra, as applicable*

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