



IIT Madras

 IntelliPaat



ADVANCED CERTIFICATION IN DIGITAL MARKETING AND ANALYTICS

Master Digital Marketing and Analytics skills and take your career to the next level!



1.2 Million
Learners



1:1 Personalized
Mentorship



55% Average
Salary Hike

Advanced Certification in Digital Marketing and Analytics

Sign up for this advanced certification by IIT Madras and Intellipaat, and learn under the expert guidance of IIT Madras faculty. The program is designed to help learners master the key fundamentals of marketing as well as essential digital marketing skills such as organic marketing, paid marketing, and marketing analytics.



IIT Madras



Hottest Job of 21st Century



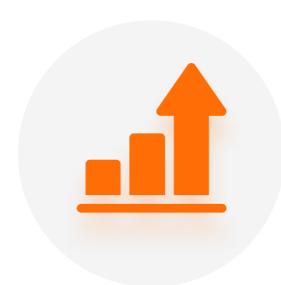
1.7 Million Job Postings

There is a global estimate of 1.7 million job postings for Digital Marketing and Analytics roles by 2022



Skill Development

Digital Marketing and Analytics professionals are equipped with various relevant skills fetching lucrative job offers



Growing Digital Marketing and Analytics Industry

45.4% CAGR in the global Digital Marketing and Analytics industry



Future-oriented Career

Digital Marketing and Analytics is a budding field; a head start will prove to be beneficial



Popular Degree

40% Digital Marketing and Analytics professionals have a Master's degree



High Demand

By 2022, India and the US will face a demand-supply gap of 430,000 Digital Marketing and Analytics professionals

Our Credentials



1.2 Million+

Aspiring Active Students



1,000+

Industry-expert Instructors



400+

Hiring Partners



200+

Corporates Upskilled



55%

Average Salary Hike



155+

Countries' Learners

About Program

This online Advanced Certification in Digital Marketing and Analytics has been designed to help you understand business problems, marketing principles, branding, and PR communications. You will also gain digital marketing skills that are crucial for excelling in the marketing domain along with understanding how data analytics plays an important role in marketing analytics.



Learning Format

Online Boot Camp



6 Months

Live Classes



Career Services

By Intellipaat



IIT M CCE

Certification

Key Highlights

- ✓ 6 Months of Applied Learning
- ✓ 218 Hrs of Self-paced Learning
- ✓ 1:1 with Industry Mentors
- ✓ 3 Guaranteed Interviews by Intellipaat
- ✓ 24*7 Support
- ✓ 2-Day Campus Immersion at IIT Madras
- ✓ 50+ Live Sessions across 6 Months
- ✓ Learn from IIT Madras Faculty and Industry Practitioners
- ✓ 20+ Industry Projects and Case Studies
- ✓ Designed for Working Professionals & Freshers
- ✓ Soft Skills Essential Training
- ✓ No-cost EMI Option

Program Pedagogy



Instructor-led Training

Get trained by top industry experts



Hackathons

Get a sense of how real projects are built



Dedicated Learning Managers

To help you with your learning needs



Peer Networking and Group Learning

Improve your professional network and learn from peers



Self-paced videos

Learn at your own pace with world-class content



Gamified Learning

Get involved in group activities to solve real-world problems



Projects and Exercises

Get real-world experience through projects



1:1 Personalized Learning

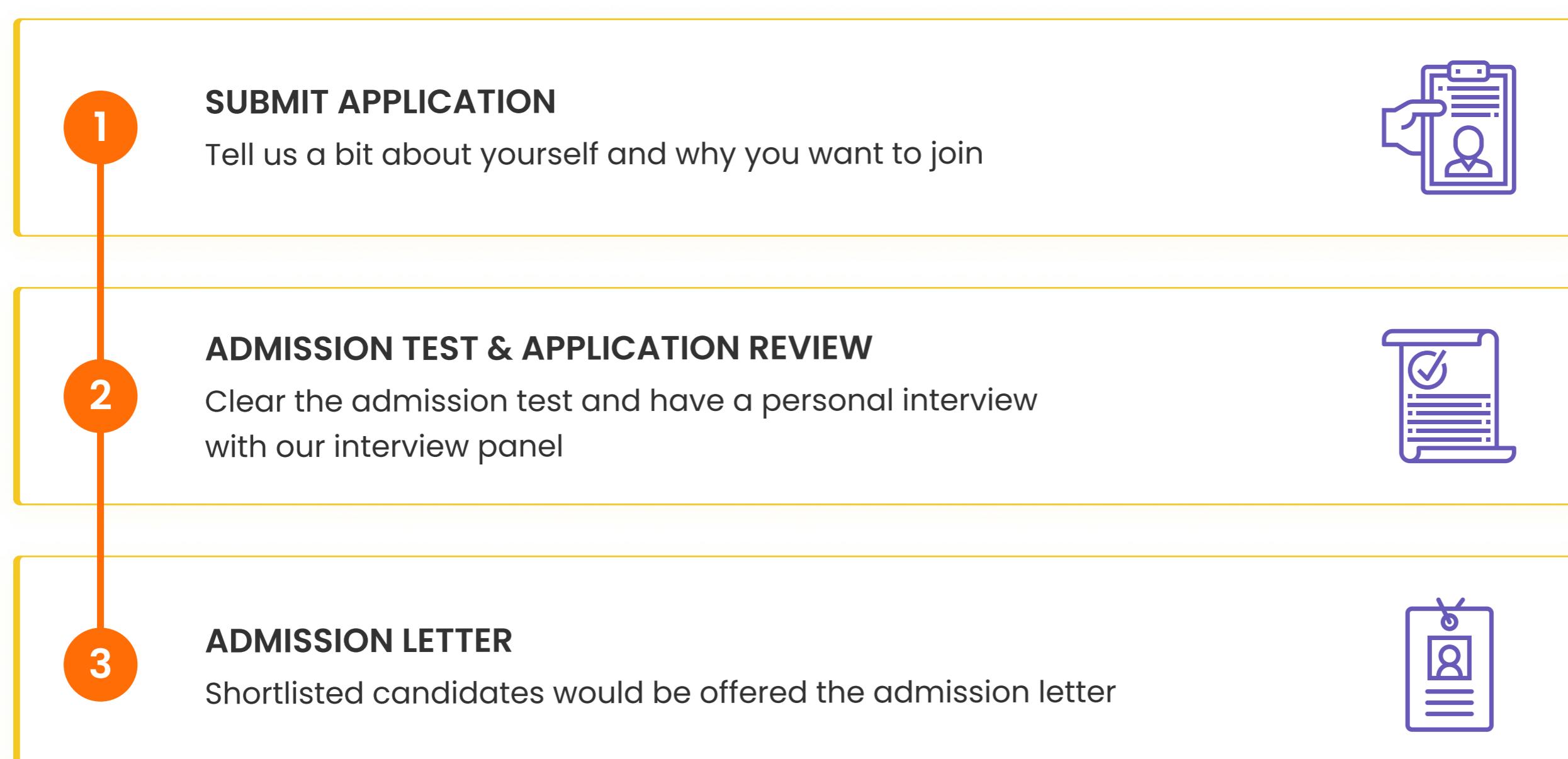
Hands-on exercises, project work, quizzes, and capstone projects

Who Can **Apply for the Course?**

- Individuals with a bachelor's degree and a keen interest to learn Digital Marketing and Marketing Analytics
- IT professionals looking for a career transition in Digital Marketing
- Professionals aiming to move ahead in their careers
- Digital Marketing or Analytics Professionals
- Freshers or final-year college students who want to build a career in Digital Marketing and Analytics

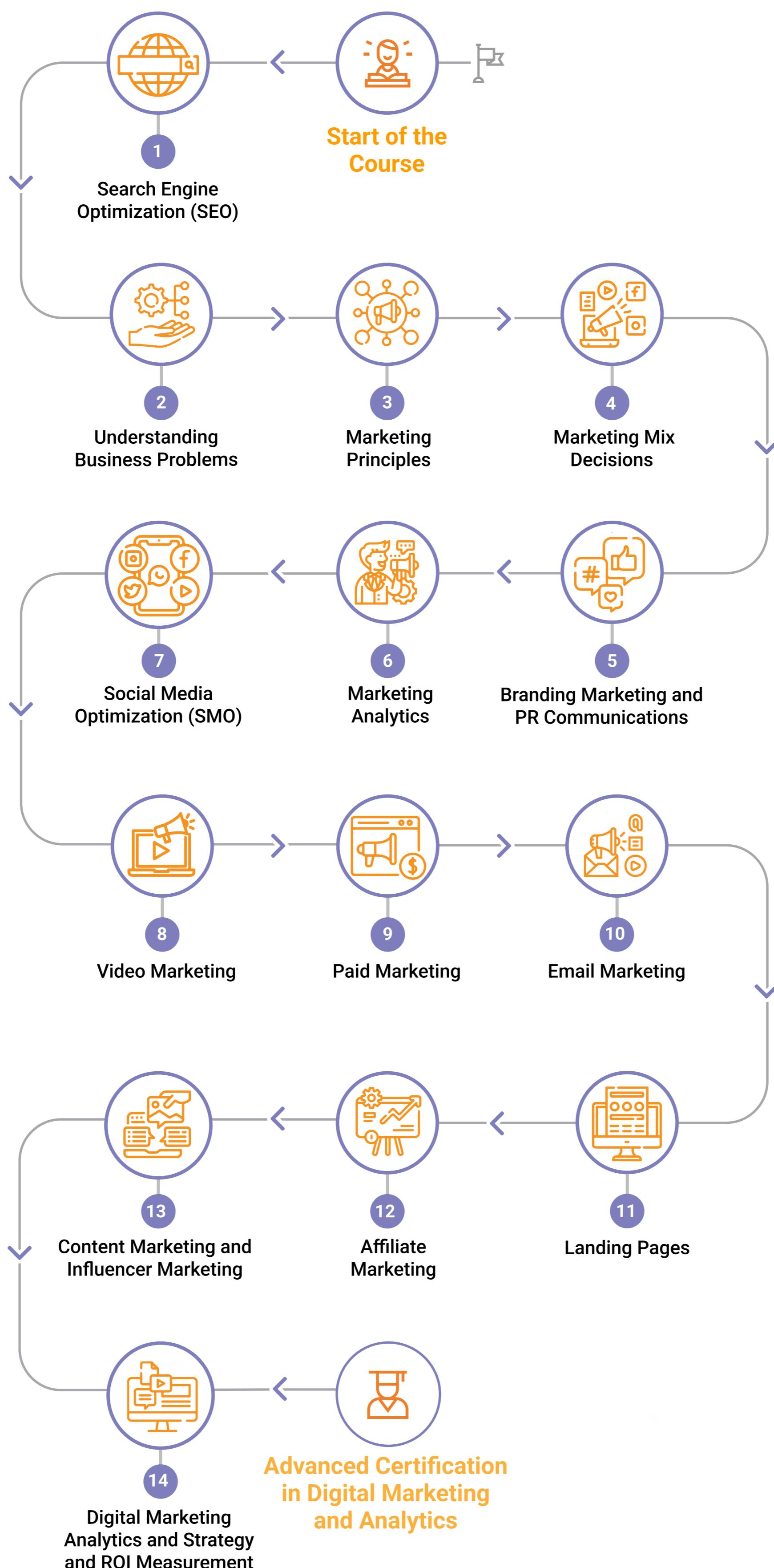
Application **Process**

The application process consists of three simple steps. Candidates have to submit their application. An offer of admission will be made to the selected candidates, and their application will be accepted upon the payment of the admission fee.



Learning Path

Live Courses



Program Curriculum

Module 1

Search Engine Optimization (SEO)

- Introduction to Marketing and Advertisements
- Introduction to Digital Marketing and Its Advantages over Traditional Marketing
- Customer Centricity
- What is SEO and how do Search Engines Work?
- Understanding On-page and Of-page SEO In Detail
- Keyword research
- Technical SEO, Mobile SEO, and Schema Markups
- Link building – Blogger Outreach and Other Techniques
- Social SEO, Local SEO, and International SEO
- SEO Audits
- SEO Tools – SEMrush, Ahrefs, etc.
- Algorithm Updates
- How to Rank #1 on Google?

Module 2

Understanding Business Problems

- Introduction to Business Problems and Hypotheses Formulation

Module 3

Marketing Principles

- Segmentation, Targeting, and Positioning

Module 4

Marketing Mix Decisions

- Designing Service Offering

Module 5

Branding Marketing and PR Communications

- Brand Positioning
- Engagement Strategy
- PR Activities

Module 6

Marketing Analytics

- Data Science in Marketing
- Statistics for Data Science
- Introduction to Supervised and Unsupervised Learning
- Linear and Logistic Regression
- Applications of Analytics – Market Basket Analysis, Customer Segmentation, and Customer Lifetime Value

Module 7

Social Media Optimization (SMO)

- What is Social Media Optimization?

```
modifier_obj.select=1
 bpy.context.scene.objects.active = modifier_obj
 print("Selected" + str(modifier_obj)) # modifier ob is
 mirror_obj.select = 0
 bpy.ops.object.select_all(action='DESELECT') # de-select all
```

- Why Social Media Marketing?
- Different Social Media Platforms – Quora, Facebook, Twitter, Instagram, LinkedIn, Pinterest, etc.
- Promotion of Content or Product(s) on these platforms
- Managing and Driving Engagement
- Guidelines and Best Practices
- Social Media Platforms – Case studies

Module 8

Video Marketing

- Why Video Marketing?
- How to Rank YouTube Videos at #1 Position?
- Different Video Platforms – YouTube, etc.
- Video Marketing for B2C Businesses
- Video Marketing for B2B Businesses
- Live Streaming and Video Uploads
- Generating Leads from Videos
- Optimizing Videos for Ranking

Module 9

Paid Marketing

- Google Ads
- Facebook and Instagram Ads
- LinkedIn Ads

Module 10

Email Marketing

- What is Email Marketing?
- Its Objectives
- Tips and Tricks
- Domain Reputation and SPF
- Different Email Providers – Mailchimp, etc.
- Campaign Creation – HTML and Built-in Editors
- A/B Testing
- Source Tracking, List Management, etc.

Module 11

Landing Pages

- Technical Understanding of Pages
- Conversion Optimizations
- Understanding User Behavior and Taking Actions Accordingly
- Lead Capturing on Pages
- A/B Testing of Pages

Module 12

Affiliate Marketing

- What is Affiliate Marketing?

Program Curriculum

- Its Benefits
- Different Platforms
- Affiliate Tracking on a Website
- How to Handle Affiliates?
- Handling Fraudulent Transactions
- Tips and Tricks

Module 13

Content Marketing and Influencer Marketing

- What is Content Marketing?
- Its Objectives
- Different Types of Content Marketing
- Writing Blogs and Content and Promoting It on Different Platforms
- Creating Engaging Videos and Promoting Them
- What is Influencer Marketing?
- How to Reach Out to Influencers and Engage Them?

Module 14

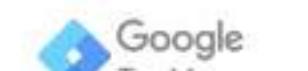
Digital Marketing Analytics and Strategy and ROI Measurement

- Understanding Google Analytics and Visitors' Traffic Matrices
- Understanding Visitor Behavior using Multiple Metrics
- Slicing and Dicing Data
- Understanding Growth Patterns
- How to Build a Marketing Strategy by Seeing Traffic Patterns?
- Channel Performance, Setting Goals, and Creating Reports and Dashboards
- Measuring ROI as an Integrated Approach and Strategy Creation

Skills to Master

- SEO
- Content Marketing
- Social Media Marketing
- Google Analytics
- Product Positioning
- Pricing strategy
- Predictive Analytics
- Applied Analytics
- Video Marketing
- Market Basket Analysis
- SEM
- Branding
- Marketing Analytics
- Facebook & Instagram
- Advertisement
- Preparing Communication plan
- Email Marketing
- Supervised and Unsupervised Learning

Tools to Master



Course Advisors / Faculty

Ms. M. Thenmozhi



Professor at IIT Madras

M. Thenmozhi is a professor in finance in the Department of Management Studies of IIT Madras. With over 31 years of academic experience, Thenmozhi has been ranked in the Top 100 Women in Finance in India in 2019 and 2020 by AIWMI.

Dr. Gurpreet Kour



Assistant Professor at IIM Shillong

Dr. Gurpreet Kour specializes in the domain of marketing and communications. Her area of research includes destination branding and promotion, tourism planning and development, travel advertising, and marketing semiotics.

Umesh Krishna



Director-Marketing head Swiggy

He heads a team spanning from insights and brands to media managers and drives the central branding and leads the media. An IIM-Kozhikode alumni, he is experienced in developing top-notch communications strategies.

Mr. Vivek Dhandapani



Researcher at IIM Shillong and Management Consultant at IIT Madras

An alumnus of IIT Madras, Vivek Dhandapani is a researcher at IIM Shillong working on programmatic advertising. He also works with various brands and businesses to help them execute successful digital campaigns.

Dr. Srabanti Mukherjee



Assistant Professor at IIT Kharagpur

Dr. Srabanti Mukherjee has a PhD from the Indian Institute of Engineering Science and Technology (IIEST), Shibpur. She has a special interest in research on healthcare and bottom-of-the-pyramid marketing. Her other specialties include Integrated Marketing Communications and Advanced Marketing Research.

Dr. Babji Srinivasan



Associate Professor at IIT Madras

Dr. Babji Srinivasan is working as an assistant professor in the Department of Applied Mechanics at IIT Madras. He holds a PhD from Texas Tech University and his research interests span from Behavioral Informatics to Cognitive Systems Engineering.

Mr. Suresh Ramadurai

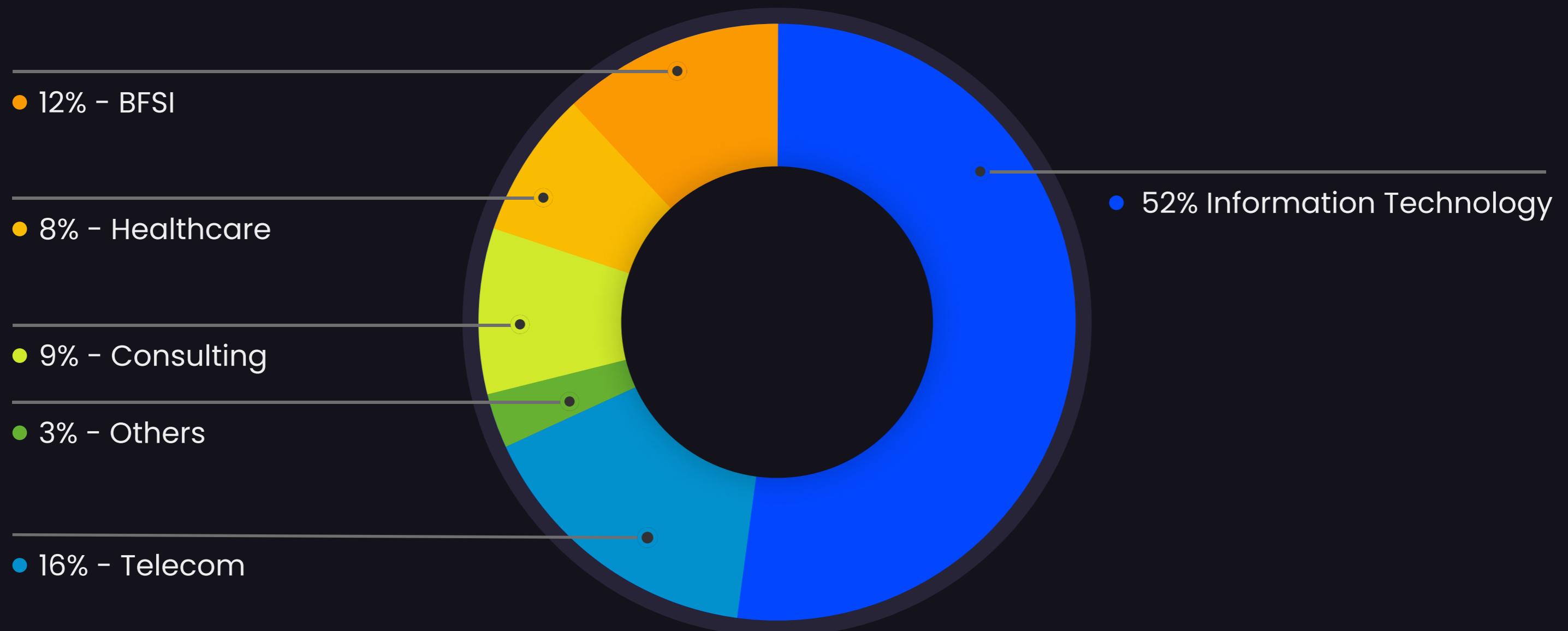


Data Science and Analytics Expert

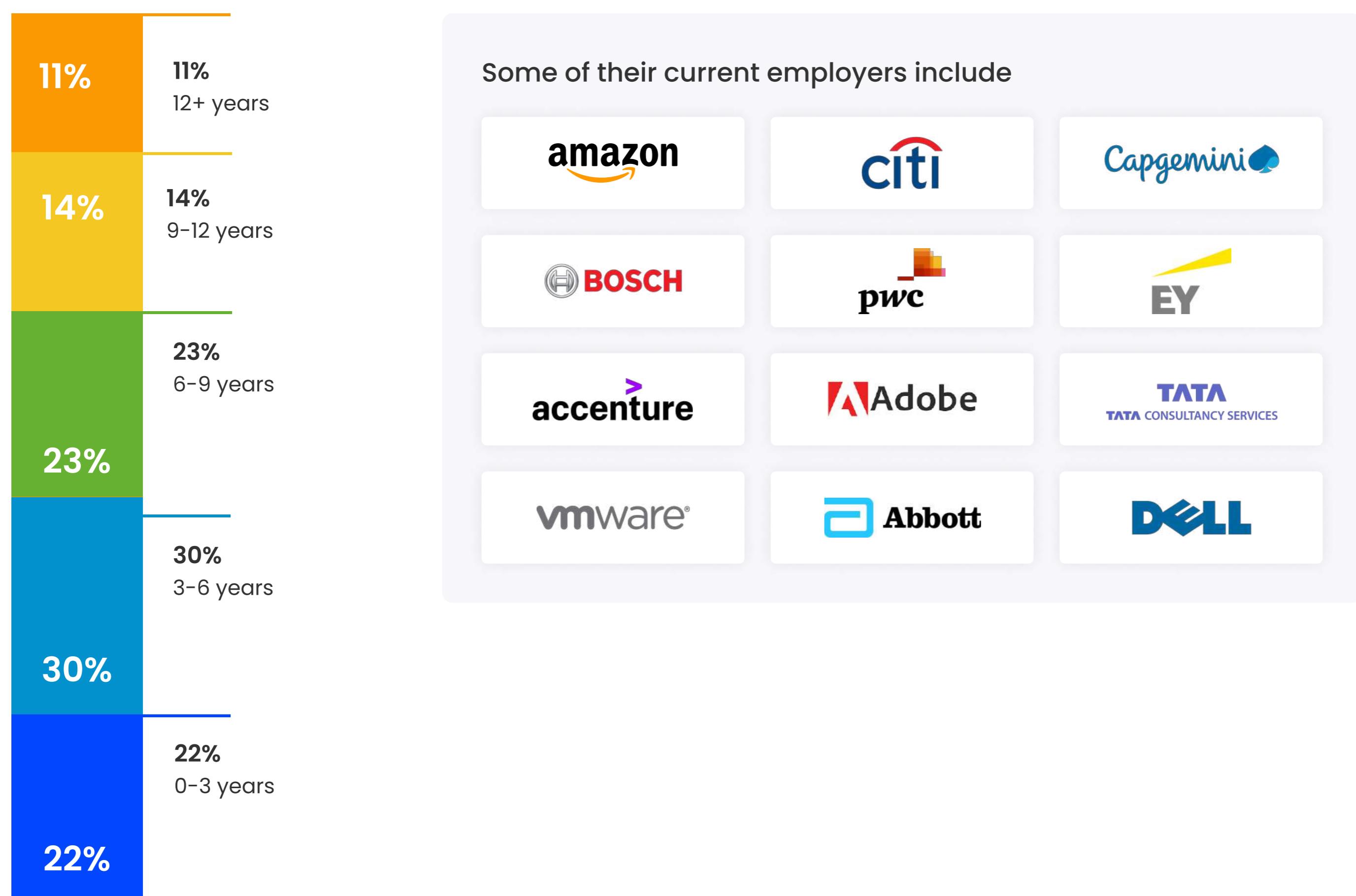
Suresh Ramadurai is involved in teaching market research as a visiting faculty at various IIMs and in training analytics professionals. He is an IIT Delhi graduate with a degree in Chemical Engineering and holds a PG Dip. in Management from IIM Bangalore.

Meet the **Batch**

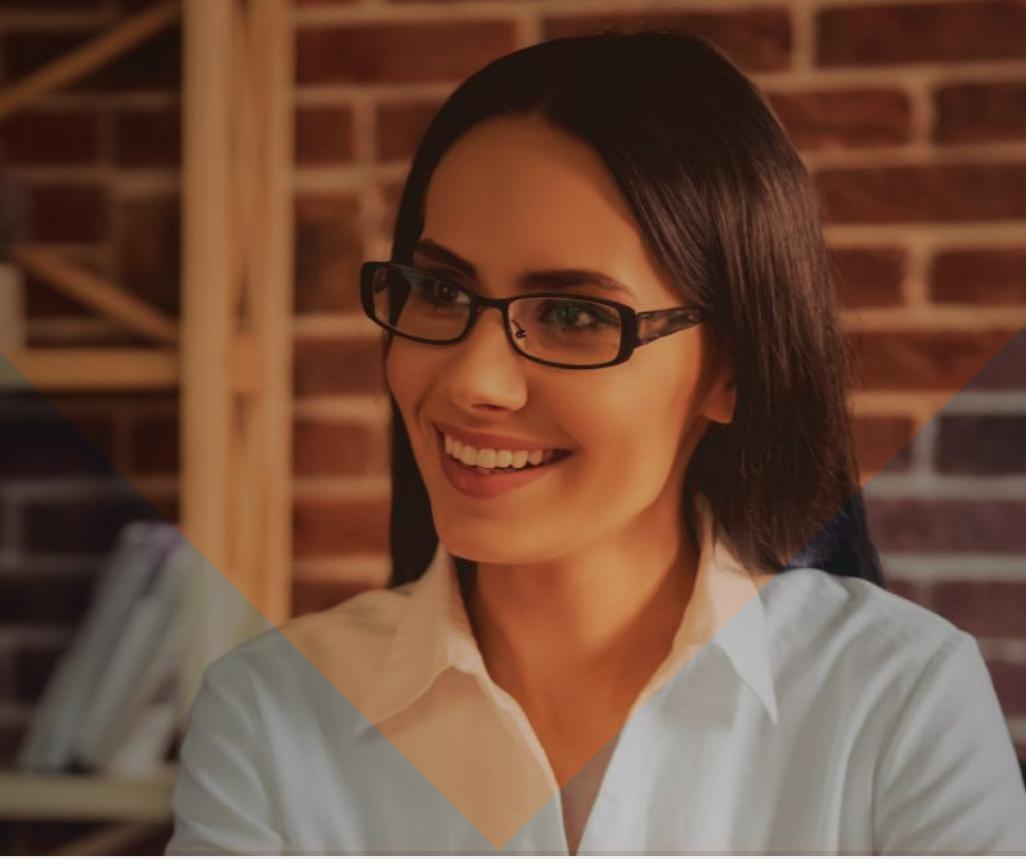
Industries Our Learners Come From



Work **Experience**



Intellipaat Career Services



500+
Webinars



600+
Job Shares



400+
Hiring Partners



55%
Avg. Salary Hike

What Makes Us **Tick**



Career-oriented Sessions

Attend 25+ career-oriented sessions by industry mentors and plan your career trajectory



Profile Building

Craft a Digital Marketing and Analytics resume and LinkedIn profile and make an impression on top employers



Mock Interview Preparation

Prepare with mock interviews including most asked questions by top employers



1:1 Mentoring Sessions

Get 1:1 guidance at every step in your career transition to Digital Marketing and Analytics



Assured Interviews

Get job interviews with 400+ hiring partners including promising startups and top MNCs



Dedicated Job Portal Access

Get exclusive access to 200 job postings per month on Intellipaat's job portal



Job Fairs

Job fairs are conducted regularly to introduce learners to major organizations



Hackathons

Work in teams and get exclusive access to hackathons

Program Partners



About Intellipaat

Intellipaat is one of the leading online training providers with more than 1.2 million learners in over 155 countries. We are on a mission to democratize education as we believe that everyone has the right to quality education.

We create courses in collaboration with top universities and MNCs for employability like IIT Madras, University of Essex, University of Liverpool, IIT Roorkee, IIT Guwahati, SPJIMR, IBM, Microsoft, etc.

Our courses are delivered by SMEs & our pedagogy enables quick learning of difficult topics. 24/7 technical support & career services help learners to jump-start their careers.



About IIT Madras

IIT Madras Digital Skills Academy has initiated various programs in partnership with NASSCOM. The courses offered by them, which are taught by leading academics, aim to upskill millions of students and professionals in trending technologies through a blend of theoretical and hands-on knowledge.

On completion of this course, you will:

- Receive an Advanced Certification in Digital Marketing and Analytics from IIT Madras Center for Continuing Education (CCE)



1.2 Million Learners & 200+ Corporates across 155+ countries
upskilling on Intellipaat Platform



Contact Us

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