

# iJaipuria

Edtech Vertical of the Jaipuria Group

## THE FUTURE IS DIGITAL YOUR TIME IS NOW

### FULL-STACK DIGITAL MARKETING WITH AI PROGRAM

*Transform into a Digital Marketing  
Leader in Just 100 Hours*



Built by Marketers.



Powered by AI.



Backed by Industry.



# Why Digital Marketing?

## Why Now?



**70%+**

Over 70% of all consumer journeys start online.



**89%**

89% of brands are accelerating digital investment.



**Rising Demand**

Demand for skilled digital marketers is rising globally—fueled by new tech.



**AI Revolution**

AI is revolutionizing campaign creation, targeting, analysis, and ROI.

Be the AI-enhanced marketer that tomorrow's brands are seeking.

**Consumer Journeys**

Online Journeys  
Traditional Journeys



# Program Director



## Dr. Shiva Kakkar

Vice President – AI Adoption, Jaipuria Group



PhD (IIM Ahmedabad) | Ex-XLRI Faculty



Pioneering expertise in AI adoption and executive education



Specializes in marketing innovation and digital transformation

”

We're building digital leaders—professionals who can leverage AI and data to drive real business impact.

”



# Program at a Glance

## Welcome to Your Digital Marketing Journey

A comprehensive program designed for tomorrow's marketing leaders



100 Hours of Industry-Ready,  
AI-Centric Learning



GenAI Tools from Day 1



Live + Self-Paced Format



Real Case Studies & Campaign  
Simulations



Capstone Project & Expert  
Review



100% Placement Assistance



Weekend-Optimized  
Schedule

















Campus Immersion &  
Networking



Career Doubt-Clearing &  
Support

# Learning Methods & Duration

Our comprehensive program delivers 100 hours of industry-ready, AI-centric learning through a blend of expert-led sessions and self-paced modules designed for maximum impact.

Learning Method	Sessions	Duration
 Live Expert Sessions	15	 30 hours
 Self-Paced Modules	12	 53 hours
 Industry Expert Classes	3	 3 hours
 Doubt Clearing Sessions	4	 4 hours
 Final Project	2	 4 hours
 Ongoing Skills Tests	—	 6 hours
 <b>Total</b>		 <b>100 hours</b>

# Your 5-Phase Transformation

1

## Build Your Foundation

Digital Marketing Fundamentals | Website Strategies | Social Media Basics | Content & Copywriting

2

## Advance Your Skills

SEO, SEM & Email Marketing | Analytics Techniques | Campaign Optimization

3

## Master GenAI Tools

Prompt Engineering for Content | AI-Powered Campaigns | Smart Automation | Chatbots

4

## Professional Development

Brand Building | Portfolio Creation | Communication for Influence | Interview & Networking Skills

5

## Prove Your Expertise

Capstone Digital Campaign | Executive Presentation | Industry Review & Feedback

# Career Success Toolkit

Comprehensive resources to accelerate your professional growth in digital marketing



## Personal Branding

LinkedIn profile optimization and digital reputation management



## Campaign Portfolio

Real-world campaign development and showcase materials



## AI Resume Rewiring

AI-optimized resume enhancement for digital marketing positions



## Interview Simulation

Mock panels and practice sessions with industry experts



## Career Mentorship

Personalized job mapping and career guidance from professionals



## Placement Preview

Exclusive industry networking and placement opportunity day



# Capstone Project: Your Digital Showcase



## Identify & Solve Real Challenges

Work with authentic business marketing challenges from various industries to develop practical solutions



## Design Data-Driven Campaigns

Create and execute comprehensive AI-enabled marketing campaigns with measurable KPIs and outcomes



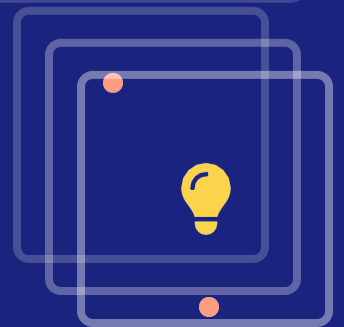
## Apply GenAI & Analytics

Leverage cutting-edge generative AI tools and analytics platforms to optimize campaign performance



## Present to Industry Experts

Showcase your solution to a panel of marketing professionals who provide valuable feedback and insights





# Who Should Join?



## Students & Graduates

Ready to future-proof their careers with digital marketing and AI skills.



## Career Switchers

From any field looking to transition into the dynamic digital marketing industry.



## Professionals & Marketers

Needing upskilling in the latest digital marketing tools and AI technologies.



## Entrepreneurs

Seeking to master digital growth strategies to scale their businesses effectively.



Transform your career with skills that power the digital economy.

Target Audience

Students Career Switchers  
Professionals Entrepreneurs






# Meet Your Faculty



## Rupshanker Mishra •

Digital Marketing Strategist | Head of Demand Generation at Signal | Co-founder, Mediaffix

-  Manages multi-crore budgets for top national and international brands
-  Featured in national media and institutions like Amity University
-  Expert in AI-led demand generation and performance marketing
-  Known for delivering scalable, measurable marketing results
-  Passionate mentor with hands-on industry experience



# Success Stories

*"From understanding social media to running AI-powered campaigns, my skill set and career prospects have transformed."*



**Nisha Menon**

Graduate → Social Media Analyst

*"Real-world projects, hands-on tools, and career guidance—landed my first digital job within two months."*



**Amit Raj**

Career Switcher → Digital Marketing Associate



# The iJaipuria Advantage



## 80+ Years of Excellence

Trusted legacy of educational innovation and quality



## Industry Co-Creation

Curriculum designed with leading industry experts



## Measurable Impact

Real industry projects with quantifiable results



## Practitioner Mentors

Learn from working professionals, not just academics



## 100% Placement Support

Comprehensive career assistance and opportunities



## Campus Experience

Professional networking and immersive learning



## Dual Certification

Industry recognized credentials for your career



# Our Legacy, Your Future



**4**

Premier management institutes shaping future leaders



**60+**

Leading schools across India providing quality education



**20,000+**

Alumni network driving success across industries globally



**3,000+**

Dedicated educators bringing industry expertise to classrooms



**115+**

Industry-relevant courses on India's leading Edtech platform

Join a legacy of excellence that shapes India's brightest minds and future innovators.



# Ready To Lead In The Digital Age?

The world of marketing has changed—become the leader who shapes what's next.

**Start your digital journey with iJaipuria today!**



Call Us - **9625425719**



Email – **support@ijaipuria.com**

**iJaipuria** SkillsForAll

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(GST Applicable)

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