

Post Graduation Programme in

DIGITAL MARKETING & STRATEGY



Hear From Our Founder

Leading the Digital Revolution

At IIDE, we're more than just an institute; we're a vision dedicated to nurturing the digital marketing leaders of tomorrow. We believe education should have real-world impact, not just theoretical knowledge. Our mission is to empower, inspire, and equip our students to lead, innovate, and transform the digital marketing landscape. We're committed to excellence, offering a curriculum that is not only challenging and inspiring but also directly aligned with the needs of today's digital industry.

We take our students on a journey, helping them discover their dream careers and supporting them every step of the way to achieve their goals. Be a part of redefining digital education and shaping a future of Digital Marketing.

Karan Shah,
Founder & CEO, IIDE.



Designed to Test Your Skills, Not Your Memory

From Classroom to Career

The world has evolved, and so have employers' expectations. Today, they seek adaptable individuals who can thrive in Digital Marketing, not just theoretical knowledge and test scores. At IIDE, we recognize this shift. Our program equips you with practical skills and real-world experience, ensuring you're prepared to excel in today's digital landscape.

Our 11-month Post Graduate Programme emphasizes hands-on learning and industry insights. Through interactive sessions, personalized mentorship, agency visits, and cultural experiences, you'll gain invaluable skills that transcend textbook knowledge. With rigorous training in soft skills, profile building, interview prep, and career guidance, you'll develop a robust business portfolio showcasing your abilities and readiness for the industry.



Stay Relevant, Learn Skill That Matter

What Sets IIDE Apart?



Placement Assistance

100% placement assistance in top brands & agencies across the country.



Super Sessions

Interactive Sessions with CXOs revealing industry secrets & strategies.



Mock Interviews

Multiple rounds of mock interviews tailored to industry roles.



Agency Visit

Visit some of the top Digital Marketing Agencies to experience the inner workings first hand.



Expert Faculty

Learn from experts who have experienced the digital marketing industry.



1-on-1 Mentoring Sessions

Engage in personalized session with our dedicated faculty to solve your doubts.

PG in Digital Marketing & Strategy, at a Glance

Learn A-Z of Digital Marketing & More

Embark on the 11-month IIDE journey, where strategic thinking, practical learning, and comprehensive career prep make you a **PRO** Digital Marketer.



IIDE Way of Learning

More Hands-on, More Career Prep, More Culture.

You cannot become a marketer by just sitting in a classroom. Our approach is immersive, hands-on, and tailored to prepare you for success in your career.



Take a Seat
in an IIDE
Classroom



11 Months of comprehensive, hands-on training

Key Programme Highlights

We take our students on a journey, helping them discover their dream careers and supporting them every step of the way to achieve their goals. Be a part of redefining digital education and shaping a future of Digital Marketing.

17

COURSES

27

ASSIGNMENTS

750⁺

HOURS OF TRAINING

An immersive program offering hours of expert instruction and training with 7 concise summary sessions to review critical course material.



70

MODULES

planned across two semesters consisting of 17 courses, offer in-depth & structured educational experience.

10

PLACEMENT MODULES

30⁺

TOOLS

What will you learn?

SEMESTER 1

Course 01: Foundation

Marketing & Management
Fundamentals
Customer Centricity
Research: Market, Brand,
Competitor
Agencies & Structures
Placement Orientation

Design Essentials
Microsoft Office: Excel & PPT
Soft Skills: Grooming &
Networking
Presentation Designing & Delivery
Brand Management, Strategy &
Positioning

Course 02: Setting up A Website

Introduction to Website
Creation

UI/UX Fundamentals
How to design landing pages

Course 03: Content Strategy

Content Strategy
Storytelling

Copywriting & Content Writing

Course 04: Organic Social

Organic Social Media
Marketing

Influencer Marketing
Community Marketing

Course 05: Paid Ads

Introduction to Digital Paid
Media Landscape
Basic of Maths & Introduction
to Digital Media Metrics
META Ads*
LinkedIn Ads
X (formerly Twitter) &
Snapchat Ads

YouTube Ads
Display Ads
Demand Gen & UAC
Amazon Ads
Flipkart Ads
SEM
Bing Ads

Course 06: Media Planning & Buying

Media Planning
Media Buying
Client Servicing
Google Workspace: Sheets
& Slides

Etiquettes & Communication
Using Problem Solving
Frameworks

MOCK PLACEMENTS DRIVE WEEK

SEMESTER 2

Course 07: Website

Creating Your Website Portfolio

Course 08: Organic Search

SEO: On-Page, Off-Page &
Technical
Using Quora & Pinterest

Digital PR
YouTube SEO
App Store Optimization (ASO)

Course 09: Advanced Paid Ads

Programmatic + OTT +
Native

Affiliate Marketing
Digital Ad Sales

Course 10: Reporting & Data Visualization

Basics of Report Creation

Looker Studio

Course 11: E-Commerce Organic

eCommerce Management

Build Your Shopify Website
WooCommerce

Course 12: Online Reputation Management

Brand Reputation
Marketing & Management

Aptitude & Guesstimates

Course 13: Lead Generation & Nurturing

Introduction to Lead
Generation & Nurturing
Landing Page Optimization
Customer Relationship
Management

Email Marketing
Drip Marketing
Chatbots
Conversion Tracking
Conversion Rate Optimization

Course 14: Growth & Analytics

Growth Marketing
Retention Marketing
Multilingual Marketing

Google Tag Manager
Google Analytics
Multi-Platform Attribution

Course 15: Brand Planning & Strategy

Brand Management &
Positioning

Project Management
Integrated Marketing Strategies

Course 16: A.I. in Marketing

Generative AI in Digital
Marketing + ChatGPT

Predictive Analytics &
Decision Making

Course 17: Creative Marketing

Creative Production,
Content Creation &
Promotion

Video Marketing & Script Writing
Podcast Marketing
Digital Design Tools

Course 18: Business Skills

Campaign Planning
How to Start Your Own
Digital Marketing Agency
How to Earn as a
Freelancer
B2B Marketing
Art of Pitching

Personal Branding
Negotiation Skills
Aptitude & Guesstimates
Excel Advanced: Reporting &
Analysis
*Case Study
Ethics & Legalities

Each course will conclude with summary sessions. Furthermore, every three months, there will be a refresher session to revisit and reinforce the material covered during the quarter.

Capstone Project

The Capstone Project is the pinnacle of your journey at IIDE. It's where theory meets practice, allowing you to apply everything you've learned to a real-world digital marketing challenge.

Collaborate with peers, innovate solutions, and showcase your strategic thinking. This project not only solidifies your skills but also serves as a standout piece in your portfolio, demonstrating your readiness to lead in the digital marketing industry.

Learn From the Top 1% Marketing Leaders

Meet Your Trainers, more like friends.



Reshma Shaikh
Growth Marketing



Sonia Anand
Soft skills



Sunny Mishra
Brand Strategy



Kalnaz Mistry
SMM



Nishant Patkar
Search Engine Optimization



Rushab Sheth
Appstore Optimization



Dinesh Sajani
Performance Marketing



Kanishka Khandelwal
Media Planning & Buying



Sean Andre
Creative Marketing



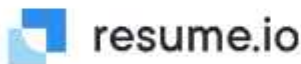
Niharika Dattar
Design Essentials

AI-Powered Learning for Modern Marketers

Next Gen Learning with AI

With recent developments, artificial intelligence has been pushed to the forefront across all industries—including digital marketing.

In today's AI-driven world, our program goes beyond theoretical concepts and offers a practical approach to AI-tools to help you thrive in the ever-evolving landscape of work and innovation.



Experience the Agency-life, Firsthand

Bringing the Classroom to an Agency

Step beyond theory and into practice with our exclusive agency visits. These visits provide a unique opportunity to experience the inner workings of top marketing agencies firsthand. You'll step into their offices and observe how strategies are crafted and executed, gaining practical insights that go beyond classroom learning.

Engage directly with industry professionals, network with like-minded peers, and gain the confidence to apply your knowledge in real-time scenarios. These agency visits are a cornerstone of our program, ensuring that you graduate not only with theoretical knowledge but also with the practical skills and industry experience that employers seek.



[Click here to see how IIDE students experience agency visits.](#)



Our students at
Schbang, Delhi

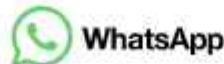
Exclusive Access to a Global Library for Marketing Insights

Learn from 26000+ Case Studies

Our Post Graduate Programme offers exclusive access to case studies from the World Advertising Research Center (WARC), renowned for its comprehensive database of advertising best practices, in-depth case studies, and cutting-edge research.

This resource is a game-changer for our students, ensuring they are equipped with the most current and relevant knowledge in the industry.

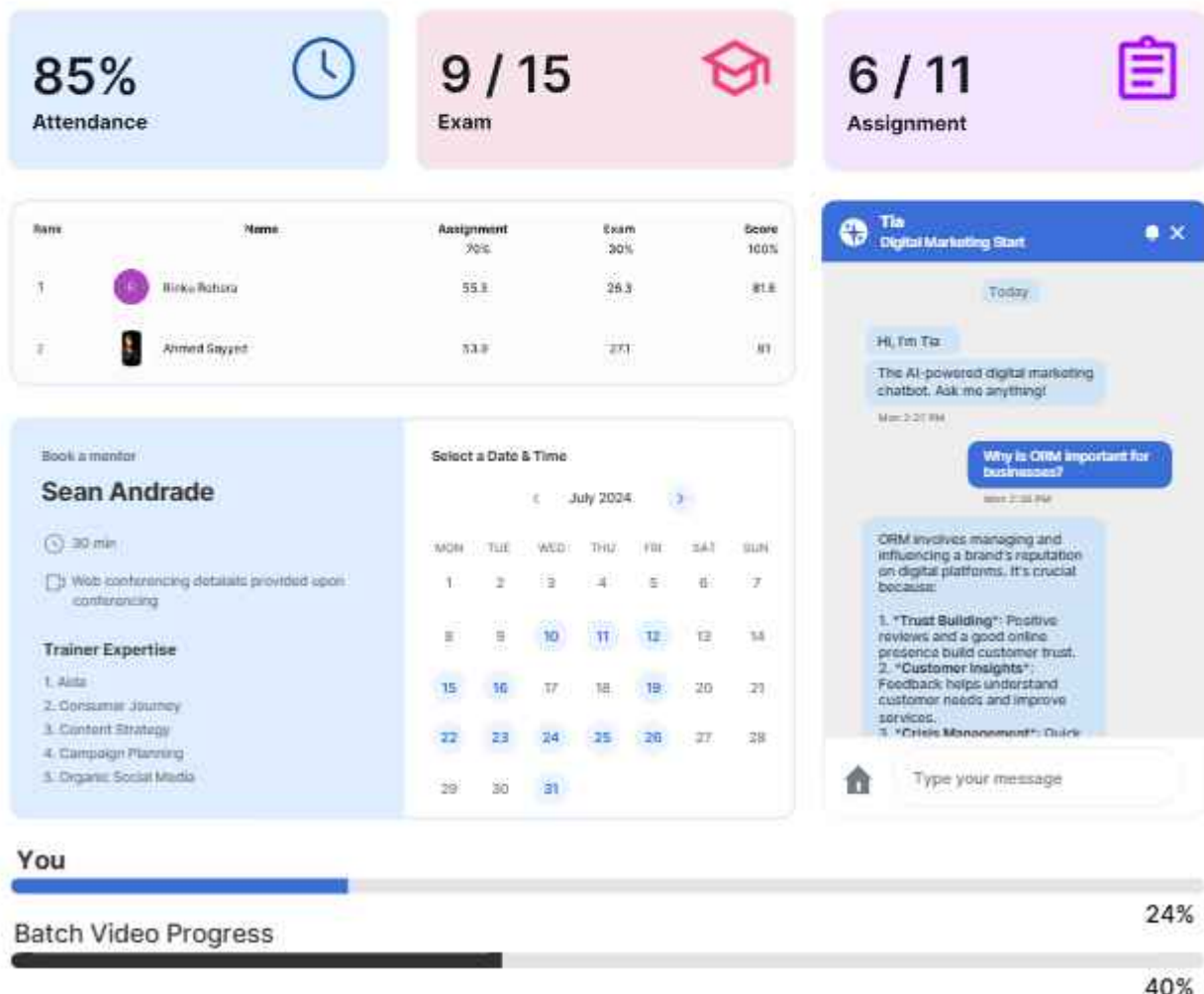
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Bookmark is more than just a learning management system; it's your personal assistant in your educational journey. With its intuitive design and powerful features, Bookmark keeps you ahead, making learning engaging and competitive. Access all your learning materials, manage your schedule, and book one-on-one mentoring sessions effortlessly.



Experience the IIDE Culture

Connect, Collaborate & Celebrate the vibe 🔥



Holi x Paintball 🎯



Grad Day 🎓





Flea Mania 🎪



Cultural Days 🌟



Launchpad 🚀

Dive Deep Into The Minds of CXOs

Supersessions @IIDE

Discover the future of business through interactive sessions with CXOs revealing industry secrets and strategies.



Dedicated Career Support from Day One

Guiding Your Career Journey



Placement Orientation

Begin your journey with an introduction to our placement procedures and set clear expectations for success.



Agencies & Organizational Insights

Gain insights into recruitment agencies and understand organizational hierarchies in hiring.



Professional Presentations

Learn to create and deliver impactful presentations that leave a lasting impression.



Soft Skills: Grooming & Networking

Develop essential soft skills for networking and professional grooming.



Resume & LinkedIn Building

Participate in marathon sessions focused on crafting standout resumes and LinkedIn profiles.



Personal Branding

Create a unique and professional identity to stand out in the job market.



Aptitude & Guessimates

Train in problem-solving and estimation skills to excel in interviews.



Mock Placement Drive

Engage in simulated placement sessions to practice and refine your interviewing skills.

Work for Top Brands & Agencies

Placement Highlights

90%

Placement Rate

245

Students Placed

9.2 LPA

Highest CTC

NYKAA



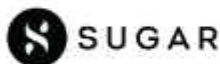
GARNIER

zepto



asianpaints

snapdeal



paytm

lenskart

groupm



Ogilvy

WebEngage

Performics.
Convonix

MADISON
WORLD

FCBKINNECT

RD&X

ReplIndia

dentsu

GOZOOP

SOCHEERS

Grow Your Career, Lightspeed ⚡

Our Students made it big, you can too 🚀



Risha Jain
Sr. Influencer Exec,



Chirag Somaiya
Works at Performics for



Bhagyashree Gandhi
Business Development Exec,



Bidisha Kanjilal
Sr. Account Executive,



Ekta Jamnani
Ecommerce Deputy Manager,



Aditya Keni
Sr. Influencer Marketing Exec,



Sthita Patnaik
Brand Strategist,



Sthita Patnaik
Brand Strategist,



Siddhi Shah
Brand Strategist ,



Take the Next Step

Visit Our Campus

Explore our program, connect with our admissions team, and kickstart your IIDE journey today!



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Delhi



Kathmandu



Tap the city icon to find the location

Get in Touch



+91 96199 58615



connect@iide.co



www.iide.co



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