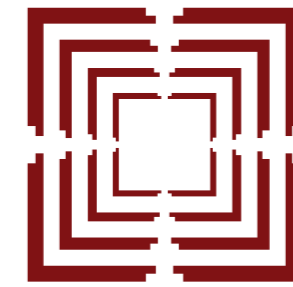


One-year DIPLOMA

Strategic Digital Marketing



Ahmedabad
University

Curriculum

- Interdisciplinary Approach to Consumer Understanding
- Digital Advertising and Promotion
- Understanding Markets and Consumers
- Digital Consumer Search and Marketing
- Introduction to Analytics
- Elective Courses
- Project on Designing Digital Marketing Campaign

2020-2021

Applications Open

Students who have completed an undergraduate or graduate degree from Ahmedabad University or any other university, subject to certain entry requirements. Apply online.

www.ahduni.edu.in

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The certificate course will consider the impact of digital on the marketing domain. It has now become increasingly difficult for companies to strategically target the customer, who is more like a network. Since the customer segment has virtually transformed into a network-system, the customer is not like a mass-market but more like a dynamic network who is also an influencer.

The certificate course will provide participants with strategies and framework to create a plan and implement the digital strategy to reach out to customers in an effective way by analyzing the digital landscape, then moving into marketing strategy and, finally, into implementation and broader business issues.