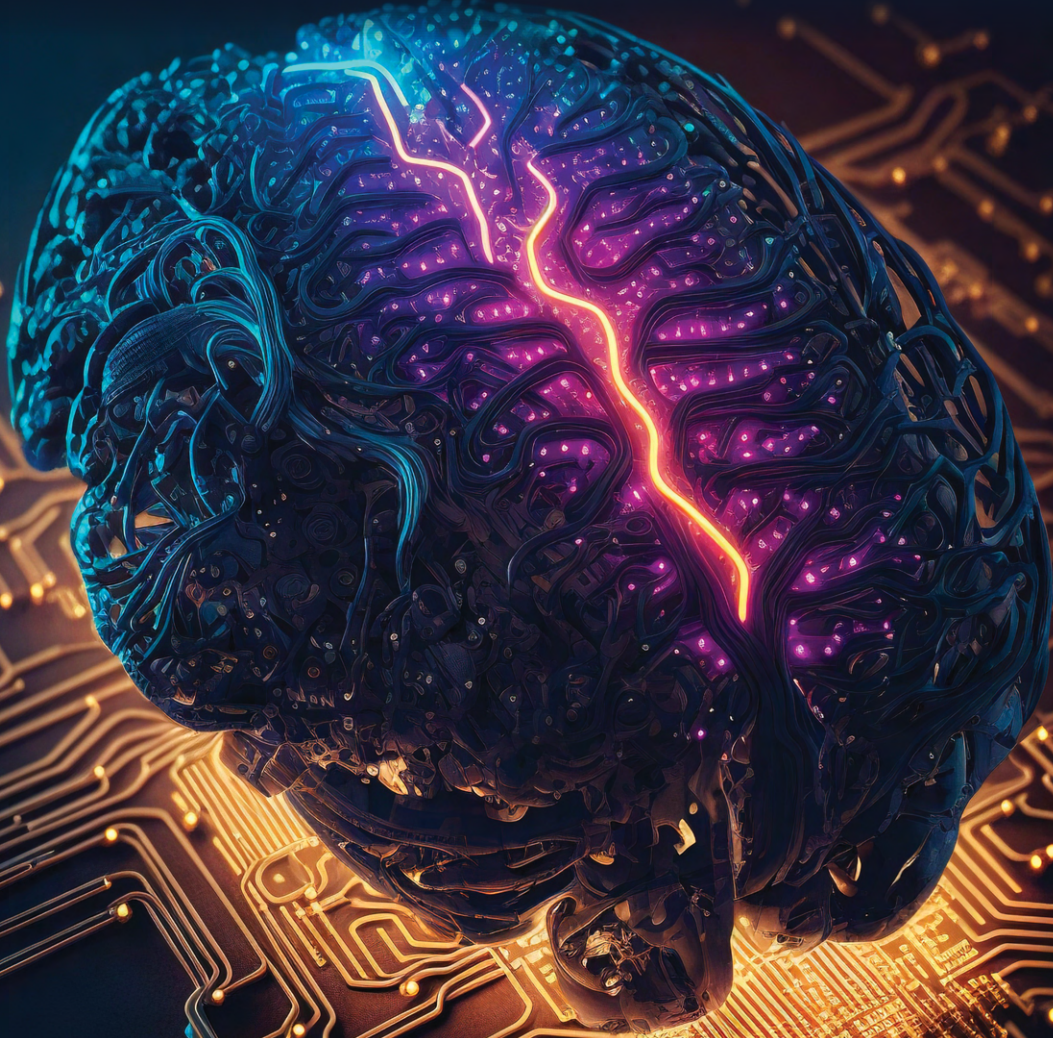




विद्याधनं सर्वधनं प्रधानम्

भारतीय प्रौद्योगिकी  
संस्थान जम्मू

INDIAN INSTITUTE OF  
TECHNOLOGY JAMMU



# PG CERTIFICATE PROGRAM IN DIGITAL AND NEURO MARKETING

*Elevate your marketing skills and boost your career potential*

# 6 Months | Online | Immersive Sessions | Graduate from an IIT

## Experience Education Like Never Before - Get the IIT Jammu Advantage

IIT Jammu is recognized as an “Institute of National Importance” under the “Institutes of Technology Act” of 1961. IIT Jammu is an autonomous public higher education institute that operates under the governance of the IIT Council and receives funding from the Government of India.

Inaugurated on 6th August 2016, IIT Jammu opened its doors to the first batch of students at its campus in Paloura, Jammu. During its initial phases, the institute benefited from the mentorship of IIT Delhi.

In 2018, IIT Jammu shifted its primary operations to the Main Campus located in Jagti, Nagrota. The Government of Jammu and Kashmir generously provided 400 acres of land for the establishment of the permanent campus. Currently, Phase 1A of the main campus, covering 25 acres, is fully operational, while Phase 1B and 1C are under construction.

The Paloura campus currently accommodates PhD scholars and is being developed into a cutting-edge research facility.

Situated on National Highway 44, the main campus of IIT Jammu is conveniently located approximately 15 kilometers from the airport, offering easy accessibility to students and faculty alike.

### Overview of IIT Jammu

Ranked 67th	In Engineering by NIRF 2023
Secured 2nd	Position in IIT Civil Conclave 2022
1300+	Students
100+	Faculty Members





## Program Overview

Through the online PG Certificate in Digital and Neuro Marketing at IIT Jammu, students will explore the principles, strategies, and emerging trends in digital marketing, as well as delve into the fascinating realm of neuro marketing, which delves into understanding consumer behavior and decision-making processes. This certification program is designed to empower marketing professionals and graduates with the knowledge and skills needed to navigate the dynamic landscape of digital and neuro marketing.

## Who Can Apply? - Course Eligibility

**Academic Background:** Candidates with a bachelor's degree in any field are welcome to apply.

**Language Skills:** Instruction will be primarily in English. Applicants should possess a solid grasp of the language and be able to communicate effectively, both in writing and verbally.

## Who Is This Program For?

Professionals keen on staying updated with the latest marketing trends and innovations, especially those rooted in digital technologies and neuroscience principles.

Marketing executives, managers, and professionals seeking to enhance their expertise in digital marketing techniques and understand the psychological aspects of consumer behavior.

Recent graduates or students looking to start a career in Digital and Neuro-Marketing.

Sales representatives and business development professionals interested in enhancing their sales strategies and customer relationships.

Individuals passionate about digital marketing, online branding, and consumer psychology who want to gain a formal certification in these areas.

## Program Objectives

To provide students with a comprehensive understanding of both digital and neuro-marketing.

To introduce the foundational concepts of the human brain and its role in consumer behavior.

To equip students with the techniques and tools used in neuro-marketing and digital marketing.

To analyze real-world case studies and understand the ethical considerations in the field.

## Program Structure

Module 1:	Introduction to Digital and Neuro-Marketing
Module 2:	Introduction to Brain
Module 3:	Attention and Consciousness
Module 4:	Consumer Behaviour
Module 5:	Neuro-Marketing Principles and Techniques
Module 6:	Digital Marketing Channels
Module 7:	Content Creation and Curation
Module 8:	Web Analytics and Campaign Measurement
Module 9:	Case Studies
Module 10:	Ethics and Privacy

## Program Highlights



An esteemed certification from IIT Jammu & campus immersion opportunity



Learn through Virtual Instructor-Led Training (VILT)



Explore top-notch learning with industry experts

# Core Learning Outcomes

**By the end of the program, students will be able to:**

- ⊕ Understand the historical context and basics of digital and neuro-marketing.
- ⊕ Identify the major brain areas and their functions in relation to marketing.
- ⊕ Analyze consumer behavior from both emotional and rational perspectives.
- ⊕ Apply neuro-marketing techniques effectively in real-world scenarios.
- ⊕ Use digital marketing channels and strategies to optimize campaigns.
- ⊕ Create and curate compelling content for marketing purposes.
- ⊕ Measure the effectiveness of campaigns using web analytics tools.
- ⊕ Understand and adhere to the ethical considerations and privacy regulations in the field.



# Tools & Technologies

## Neuro Marketing

- ⊕ Eye-tracking software like Tobii
- ⊕ Facial expression analysis tools
- ⊕ Linguistic analysis software
- ⊕ Brain mapping tools: fMRI, EEG

## Digital Marketing



PPC



SEO



Social Media



Email Marketing



Copywriting

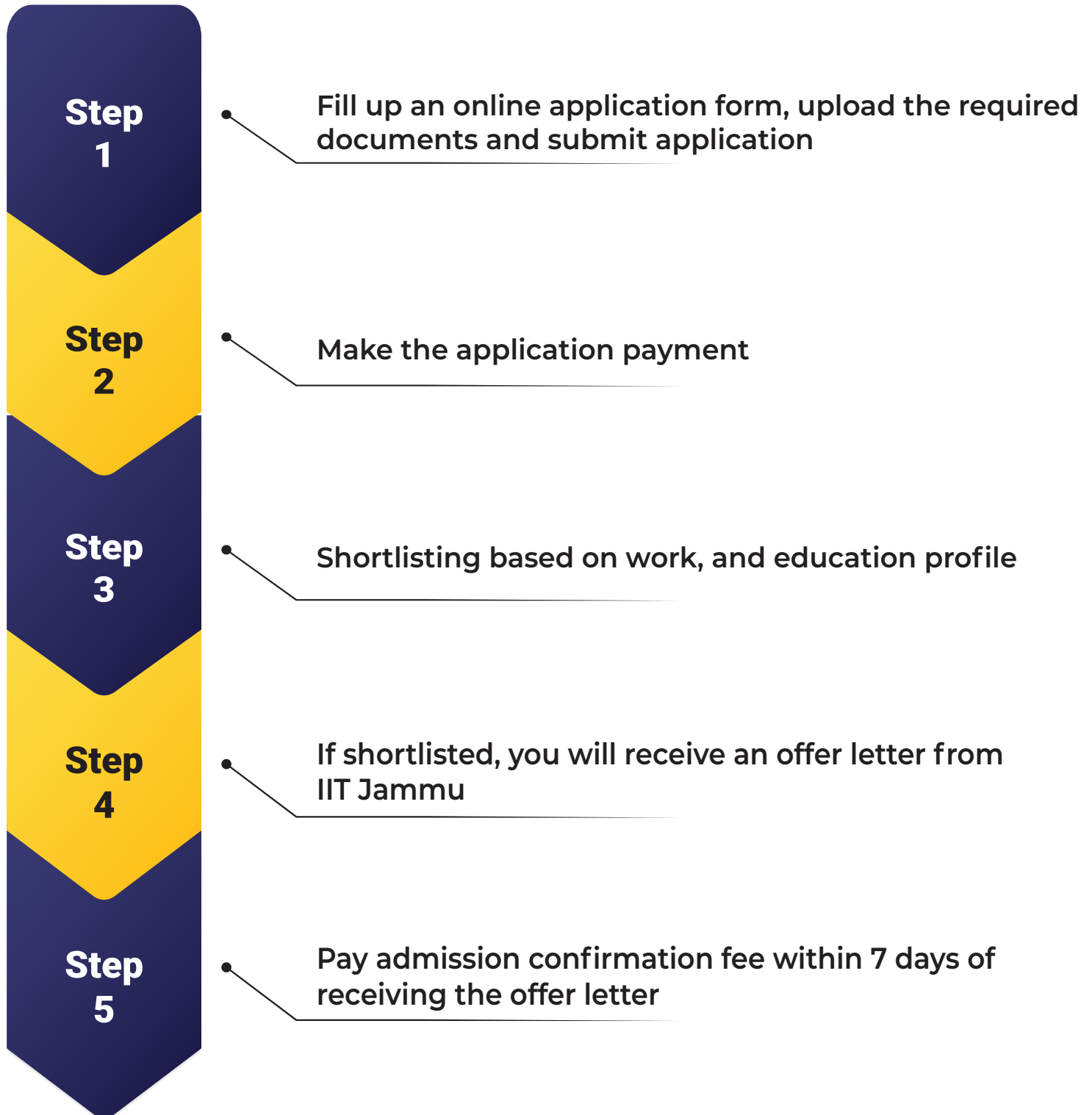


Graphic design



Other

# PROGRAM ADMISSION JOURNEY



**Note:** The application fee once paid is not refundable. IIT Jammu reserves the right to conduct the admissions process. By submitting the application, the students agree that any decision regarding Admissions from IIT Jammu will be final and binding.

# Fee Structure

Application Fees	₹ 5000/-
Program Fees	₹ 55,000/-
Campus Immersion Fees (Optional) Once for 5 days during the program	₹ 7,000/-

**Total Course Fees : ₹ 55,000\***  
(Excluding Application Fee & Optional Fees.  
GST @18% additionally applicable)

## Sample Course Certificate

INDIAN INSTITUTE OF  
TECHNOLOGY JAMMU



Certificate ID: CES/2024/IOTES

**C**ERTIFICATE OF COMPLETION

This to certify that

*Raj Kapoor*

has successfully completed and received the passing grade in

**Course name:** PG Certificate in Digital and Neuro Marketing  
**Duration:** 6 months

We congratulate her/him for the hard work and wish continued success in further pursuits

Dr Lakhvinder Singh  
COORDINATOR, CES|IIT JAMMU

Dr Amitash Ojha  
HOD,CES|IIT JAMMU

Prof Rakesh Singhai  
DEAN, CONTINUING EDUCATION  
PROGRAMS/SKILLS AND OUTREACH



## Get In Touch With Us

For registration and any other information please  
get in touch with at [admission@tleitjammu.in](mailto:admission@tleitjammu.in)

**Contact us: 011-4117-0773**