



Institute of  
Management Technology  
Ghaziabad, Delhi NCR



masai®

# Build your **Marketing Career** with Online Post Graduate Programme in Marketing

*Online Post Graduate Programme in  
Marketing by IMT Gaziabad*



IMT GAZIABAD • COHORT 2026

## THE PROMISE

# What You Will Walk Away With

Not just a certificate on a shelf but a portfolio, a vocabulary, and a leadership posture. Four capability shifts that change how your organisation sees you.



### Full-Stack Channel Fluency

Move beyond one channel. Execute paid, organic, content, lifecycle and analytics with the same fluency a senior marketer brings to integrated campaigns.



### Decision-Grade Analytics

Read GA4 funnels, build Looker Studio dashboards and turn campaign data into budget, creative and lifecycle decisions backed by evidence not opinion.



### AI-Augmented Marketing Ops

Use ChatGPT, Gemini and martech automation to ship more campaigns, write tighter briefs and run reporting workflows that scale beyond manual effort.



### Shippable Portfolio Proof

Five interview ready artifacts plus a defended capstone funnel briefs, paid plans, lifecycle flows, dashboards and an integrated case study for an Indian challenger brand.

## PEDAGOGY

# How You Learn



### Real Indian Brand Briefs

Solve for Mamaearth, Nykaa, CRED, Zepto & boAt not abstract case studies



### Public-Data Projects

Work with GA4 sample datasets, Play Store reviews & public storefronts



### Live Faculty + Practitioners

3 hrs of weekly live instruction co-taught by industry operators



### AI Co-Pilot Workflows

Embed ChatGPT, Gemini & HubSpot AI into daily marketing tasks



### Portfolio Studio

Refine and defend 5 shippable artifacts with stakeholder-style reviews

## CAREER PATHWAYS

# See Where This Programme Takes You

Designed for where you are right now. Three specialised pathways, each built for your exact background, ambition, and career inflection point.

New to Marketing  
Fresher (0–1 yrs)

Career Switcher  
1–4 yrs

Marketing Upskiller  
1–4 yrs

## PATHWAY 1

# New To Marketing

- Final-Year Student, Fresh Graduate, Intern, Junior Trainee
- 0–1 years across any background commerce, engineering, arts, business
- Familiar with social media as a consumer, new to it as a discipline

But...

- No structured framework for how brand, paid, organic, lifecycle and analytics fit together
- Job descriptions feel built for someone with portfolio proof

## GOAL

Land a digital marketing intern, executive, or junior associate role at a D2C brand, agency or startup with a portfolio that does the talking

## Foundation

MONTHS 1-3 · CHANNEL & FUNNEL FLUENCY

### YOU WILL BE ABLE TO

Take a brand brief, build a 4-week content + SEO plan, and report on it like a junior digital marketer

### WHAT YOU ALREADY KNOW

- ✓ Social media as a daily user
- ✓ Consumer instinct for the brands
- ✓ Basic spreadsheets and writing

### WHAT YOU'LL MASTER

- M1: How brand, demand, and retention link across the funnel
- M2: Writing copy that works — hooks, briefs, AI-assisted drafting
- M3: Organic social as a discipline, not just a feed
- M4: SEO and search intent fundamentals
- M5: Reading data without drowning in it

### YOUR FOCUS

- From “I post on Instagram” → “I plan, ship and measure marketing”

# Core Business Modules

MONTHS 4-7 · DURABLE MARKETING CAPABILITY

## YOU WILL BE ABLE TO

Run a paid campaign, build a lifecycle flow, and present a dashboard-backed recommendation to a stakeholder.

## WHAT YOU'LL MASTER

- M6: Paid Media — Google Ads, Meta Ads, CAC, ROAS, creative testing
- M7: Email, CRM & Lifecycle — segmentation, nurture, retention flows
- M8: E-commerce & Marketplace — PDP critique, offers, repeat purchase
- M9: Marketing Analytics — GA4, Looker Studio, attribution basics
- M10: Brand, Positioning & Integrated Planning
- Core Integration Sprint — cross-channel plan with live dashboard

## YOUR SHIFT

- Move from posting content to running paid campaigns with a budget
- Read a GA4 dashboard like a working marketer, not a beginner
- Diagnose a real e-commerce funnel and propose a fix

## YOUR PROJECTS

- Nykaa: Live PDP audit + prioritised conversion test plan
- CRED: Lifecycle journey + cohort retention dashboard
- GA4 E-commerce: Funnel review + experiment shortlist

## TOOLS YOU'LL USE

GOOGLE ADS

META ADS MANAGER

GA4

LOOKER STUDIO

MAILCHIMP

HUBSPOT

GOOGLE SHEETS

FIGMA

# Industry Readiness

MONTHS 8-10 · PROOF OF SKILL

## YOU WILL BE ABLE TO

Walk into a digital marketing executive interview with a defended capstone and five artifacts that prove role-readiness

## WHAT YOU'LL MASTER

- M11: Experimentation & Growth — A/B framing, sample size, learning velocity
- M12: Advanced Analytics & Attribution — last-click vs data-driven, MMM intuition
- M13: Martech, Automation & AI — HubSpot CRM, Zapier/n8n exposure, AI content ops
- M14: Portfolio Studio — refining 5 artifacts and learning to narrate them
- M15: Specialisation Elective — Performance, SEO/Content, Lifecycle, Analytics or E-com Growth
- Capstone & Career Lab — final review + interview prep

## YOUR UNIQUE VALUE

- Five interview-ready artifacts spanning paid, organic, lifecycle, and analytics
- A defended capstone tied to a real Indian challenger brand
- Specialisation depth in one chosen track
- Comfort narrating “what I did, why, and what improved” to a hiring panel

## YOUR PROJECTS

- **Zepto:** 6-week growth experiment roadmap for a quick-commerce brand
- **boAt:** Multi-channel performance optimisation + budget reallocation case
- **Capstone:** Integrated digital campaign plan for an Indian challenger brand (Mamaearth, boAt, Cred, Zepto, Nykaa or own brand)

## TOOLS YOU'LL USE

GA4

LOOKER STUDIO

HUBSPOT CRM

META ADS MANAGER

N8N/ZAPIER

GOOGLE ADS

## CAREER TRAJECTORY POST PROGRAMME

- *Digital Marketing Executive*
- *SEO Executive / Content Marketing Associate*
- *CRM / Lifecycle Associate*

## PATHWAY 2

# Career Switcher

- Sales Executive, Customer Support, Operations Associate, Content, Business Analyst
- 1–4 years in a non-marketing function. Strong on stakeholder communication and execution discipline; new to marketing's vocabulary, channels and economics

But...

- Marketing roles want demonstrable channel experience
- Your domain context is real but invisible on a CV without portfolio proof and a marketing vocabulary

### GOAL

Pivot into a digital marketing executive, lifecycle associate, or junior performance marketer role with seniority that reflects your experience

## Foundation

MONTHS 1-3 · CHANNEL & FUNNEL FLUENCY

### YOU WILL BE ABLE TO

Translate work experience into a marketing vocabulary, with a 4-week content + SEO + reporting artifact to prove it

### WHAT YOU ALREADY KNOW

- ✓ Stakeholder communication and cross-functional working
- ✓ Execution under deadlines
- ✓ Domain instinct from your current sector
- ✓ Comfort with spreadsheets & reports

### WHAT YOU'LL MASTER

- M1: Brand, demand, and retention as a unified funnel
- M2: Marketing copy structure and AI-assisted drafting
- M3: Organic social as a planned channel
- M4: SEO and keyword intent
- M5: Marketing-specific analytics and reporting

### YOUR FOCUS

From “I deliver tasks for the business” to “I plan, ship and measure demand & retention.”

# Core Business Modules

MONTHS 4-7 · DURABLE MARKETING CAPABILITY

## YOU WILL BE ABLE TO

Show a hiring manager a paid campaign, a lifecycle flow and a dashboard explained in plain marketing terms

## WHAT YOU'LL MASTER

- M6: Paid Media — Google Ads, Meta Ads, CAC, ROAS, creative testing
- M7: Email, CRM & Lifecycle — segmentation, nurture, retention flows
- M8: E-commerce & Marketplace — PDP critique, offers, repeat purchase
- M9: Marketing Analytics — GA4, Looker Studio, attribution basics
- M10: Brand, Positioning & Integrated Planning
- Core Integration Sprint — cross-channel plan with live dashboard

## YOUR SHIFT

- Reframe past project wins in marketing economics — CAC, retention, ROAS
- Run paid campaigns and lifecycle flows with execution discipline
- Defend recommendations with dashboard-backed insights

## YOUR PROJECTS

- Nykaa: Live PDP audit + prioritised conversion test plan
- CRED: Lifecycle journey + cohort retention dashboard
- GA4 E-commerce: Funnel review + experiment shortlist

## TOOLS YOU'LL USE

GOOGLE ADS

META ADS MANAGER

GA4

LOOKER STUDIO

MAILCHIMP

HUBSPOT

GOOGLE SHEETS

FIGMA

# Industry Readiness

MONTHS 8-10 · PROOF OF SKILL

## YOU WILL BE ABLE TO

Walk into a marketing executive interview with a switcher's portfolio that turns past experience into marketing-relevant proof

## WHAT YOU'LL MASTER

- M11: Experimentation & Growth — A/B framing, sample size, learning velocity
- M12: Advanced Analytics & Attribution — cross-channel allocation
- M13: Martech, Automation & AI — workflow design and reporting reliability
- M14: Portfolio Studio — refining 5 artifacts and narrating them
- M15: Specialisation Elective — pick the track that compounds your background
- Capstone & Career Lab — final review + interview prep

## YOUR UNIQUE VALUE

- Domain credibility layered onto marketing fluency
- Five artifacts translating execution into marketing outcomes
- Specialisation aligned with your background
- Capstone that defends strategy and execution

## YOUR PROJECTS

- Zepto: 6-week growth experiment roadmap
- boAt: Multi-channel performance optimisation + budget reallocation
- Capstone: Integrated digital campaign plan for an Indian challenger brand

## TOOLS YOU'LL USE

GA4

LOOKER STUDIO

HUBSPOT CRM

META ADS MANAGER

N8N/ZAPIER

GOOGLE ADS

## CAREER TRAJECTORY POST PROGRAMME

- *Digital Marketing Executive*
- *Junior Performance Marketer*
- *Lifecycle / CRM Associate*

## PATHWAY 3

# Marketing Upskiller

- Social Media Executive, SEO Executive, Content Writer, Email Associate, Digital Marketing Trainee
- 1–4 years operating in a single marketing channel. Strong on execution within your channel; less exposed to paid, lifecycle, analytics, or integrated planning

But...

- You're hitting a ceiling because your CV reads as a single-channel specialist
- Senior roles want full-stack capability you can't yet show

## GOAL

Move into a senior digital marketing, performance, lifecycle, or analytics role with full-stack capability

## Foundation

MONTHS 1-3 · CHANNEL & FUNNEL FLUENCY

### YOU WILL BE ABLE TO

Audit a brand's full funnel and identify where your work creates leverage

### WHAT YOU ALREADY KNOW

- ✓ Your home channel deeply
- ✓ Brand voice and creative judgment
- ✓ Basic GA4 or platform analytics
- ✓ Working with briefs and stakeholders

### WHAT YOU'LL MASTER

- M1: Funnel-level thinking that connects brand, demand, and retention
- M2–M5: Filling adjacent-channel gaps — copy, social, SEO, analytics
- Reading the funnel beyond your channel's KPIs

### YOUR FOCUS

From "I run one channel well" to "I see how it fits into a full system"

# Core Business Modules

MONTHS 4-7 · DURABLE MARKETING CAPABILITY

## YOU WILL BE ABLE TO

Plan and execute an integrated campaign that uses your home channel as one piece of a larger strategy

## WHAT YOU'LL MASTER

- M6: Paid Media — the lever single-channel marketers most often lack
- M7: Email, CRM & Lifecycle
- M8: E-commerce & Marketplace Marketing
- M9: Marketing Analytics & Dashboarding
- M10: Brand, Positioning & Integrated Planning
- Core Integration Sprint — cross-channel plan including your home channel

## YOUR SHIFT

- Add paid, lifecycle, and analytics to your skillset
- Move from executor to strategy-led marketer

## YOUR PROJECTS

- Nykaa: Live PDP audit + prioritised conversion test plan
- CRED: Lifecycle journey + cohort retention dashboard
- GA4 E-commerce: Funnel review + experiment shortlist

## TOOLS YOU'LL USE

GOOGLE ADS

META ADS MANAGER

GA4

LOOKER STUDIO

MAILCHIMP

HUBSPOT

GOOGLE SHEETS

FIGMA

# Industry Readiness

MONTHS 8-10 · PROOF OF SKILL

## YOU WILL BE ABLE TO

Apply for senior digital marketing executive, performance marketer, or lifecycle ownership roles with cross-channel proof your single-channel CV couldn't show

## WHAT YOU'LL MASTER

- M11: Experimentation & Growth thinking
- M12: Advanced Analytics & Attribution
- M13: Martech, Automation & AI Workflows
- M14: Portfolio Studio — re-narrating your experience
- M15: Specialisation Elective — deepen your strongest channel
- Capstone & Career Lab

## YOUR UNIQUE VALUE

- Existing channel depth + full-stack capability
- Portfolio showing cross-channel breadth
- Strong specialisation
- Integrated marketing thinking

## YOUR PROJECTS

- Zepto: 6-week growth experiment roadmap
- boAt: Multi-channel performance optimisation + budget reallocation
- Capstone: Integrated digital campaign plan for an Indian challenger brand

## TOOLS YOU'LL USE

GA4

LOOKER STUDIO

HUBSPOT CRM

META ADS MANAGER

N8N/ZAPIER

GOOGLE ADS

A/B FRAMEWORKS

AI CONTENT TOOLS

## CAREER TRAJECTORY POST PROGRAMME

- *Senior Digital Marketing Executive / Performance Marketer*
- *Lifecycle / CRM Owner*
- *Junior Marketing Analyst*

## YOUR PORTFOLIO

# Graduate With Proof, Not Just a Certificate

Five published artefacts you can show a hiring committee, your CEO or a board. Every one defended in front of faculty and practitioners.

01

### Audience & Funnel Brief

Segment a real Indian brand's audience and map their TOFU/MOFU/BOFU funnel with content and metric recommendations.

STRATEGY · CUSTOMER RESEARCH

02

### Content + SEO Planning Pack

4-week content calendar plus on-page SEO audit and keyword strategy for a D2C brand like Mamaearth.

CONTENT STRATEGY · SEO

03

### Paid-Media Campaign Plan

Full Google Ads + Meta Ads campaign structure with budget allocation, creative testing matrix, and CAC targets.

PERFORMANCE MARKETING · PAID MEDIA

04

### Lifecycle Flow & Dashboard

Cred-style lifecycle journey design plus a Looker Studio cohort retention dashboard with funnel diagnostics.

MARKETING · FINANCE

05

### Integrated Capstone Case Study

End-to-end campaign plan for an Indian challenger brand — audience, channels, budget, lifecycle, measurement — defended live.

INTEGRATED MARKETING · CAPSTONE

## FACULTY & MENTORS

# Learn From Those Who've Done It



### **Prof Neha Srivastava**

Assistant Professor in Marketing, IMT Ghaziabad

**Consumer Behavior | Brand Management | Product Management**

Fellow from IIM Lucknow with research in brand trust and technology adoption; published in peer-reviewed journals and conferences.



### **Dr. Santosh Shrivastav**

Associate Professor in Business Analytics, IMT Ghaziabad

**Machine Learning | Optimization | Predictive Analytics**

PhD in mathematics with research in nonlinear optimization and machine learning; published in international journals and conferences.



### **Rahul Tripathi**

Head of Digital Marketing, Airtel

**Growth Marketing | Performance Marketing | Digital Strategy**

Leads growth and performance marketing at Airtel; drives customer acquisition through data-driven campaigns; MDI alumnus.

*And 12+ visiting industry practitioners from Google, Microsoft, Zomato, Razorpay, Tata Digital and McKinsey*

## ADMISSIONS

# A Simple 3-Step Admission Process

- 1 Apply Online**  
Pay ₹99 and complete a short application form
- 2 Profile Review + Conversation**  
Our admissions team reviews your profile and schedules a 20-minute call
- 3 Enrol & Begin**  
Receive your offer letter, complete payment and join the cohort

## INVESTMENT

# Investment In Your Leadership Future

Transparent pricing. Flexible financing.  
Zero friction between you and the cohort.

Total Programme Fee		EMI Option	
Secure Seat Fee (NON REFUNDABLE)	₹4,000	Secure Seat Fee (NON REFUNDABLE)	₹4,000
Installment 1 (NON REFUNDABLE)	₹50,000	12 months EMI	₹11,987 PER MONTH
Installment 2 (NON REFUNDABLE)	₹71,900	Total (NON REFUNDABLE)	₹1,47,844 + GST
Total (NON REFUNDABLE)	₹ 1,25,900 + GST	FINANCING THROUGH OUR NBFC PARTNERS	



For any queries, you can WhatsApp us at  
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