

# Program Directors



**Dr. Subhojit Sengupta**

IMT Ghaziabad

Dr. Subhojit Sengupta, PhD (IIT Kharagpur), is an experienced marketing academic specialising in AI-enabled marketing, digital consumer behaviour, and data-driven decision-making. He combines strong research expertise with practical industry-oriented insights, delivering high-impact executive programmes in strategic and AI-driven marketing.



**Dr. Ruchi Payal**

IMT Ghaziabad

Dr. Ruchi Payal, Assistant Professor at IMT Ghaziabad and PhD in Management, specializes in IT Management with teaching interests in digital strategy, digital platforms, product management, and emerging technologies. Her research focuses on AI, Metaverse, AR/VR/XR, and tech-enabled sustainability, with publications in leading international journals.



## Contact Information



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## INTEGRATED MARKETING WITH AI

Professional Certificate  
Program by IMT Ghaziabad  
& Future Labs Technology



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## About IMT

Established in 1980, IMT Ghaziabad is one of India's leading management institutions, known for academic excellence and strong industry connect. Ranked 30th in NIRF 2025 and globally recognised in the Financial Times MiM 2024 (Top 100) and FT Master's in Finance 2025 (#66 globally, #1 in India), IMT offers AICTE-approved and AACSB-accredited PGDM programs combining rigorous academics with experiential and global learning.



## About FLT

Future Labs Technology (FLT) is a nationally recognized training institute offering industry-aligned programs in SAP, Digital Marketing, Programming, Data & AI, and emerging technologies. With expert faculty, hands-on projects, flexible learning options, and dedicated placement support, FLT equips learners with practical skills and real career opportunities, reaffirming its position as a trusted and future-ready education partner.



## About the Course

As the adoption of AI within the industry accelerates and organizations redefine roles, AI upskilling has become essential to maintain competitiveness and succeed in the coming decade of business. This certificate program combines fundamental marketing frameworks with practical applications of AI, Machine Learning, and Generative AI. You will acquire practical skills in areas such as predictive customer segmentation, dynamic pricing strategies, generative AI for brand storytelling, and the development of AI-powered dashboards to evaluate ROI. This certificate course will equip you with AI skills that can be promptly applied within your business environment.

### Key Takeaways of the program:

- AI-Enhanced Decisioning
- AI Consumer Insights
- AI-Driven Innovation
- AI Performance Measurement
- Ethical AI Marketing

### Best Fit For:

- Working Professionals
- Academic Practitioners
- Engineers & Designers
- Startup Founders
- Team Leaders
- Career Aspirants

### Assessment Metrics

Component	Weightage	
In-between Quiz	25%	After every session
Assignments	25%	After every session
Course End Quiz	20%	In-person quiz at IMT Ghaziabad /Online
Capstone Project (Submission + Presentation)	30%	At IMT Ghaziabad/ Online

## Pedagogical Mix

Component	Weightage	Methodology
Concept Lectures	30%	Marketing theory & frameworks
Hands-on Practice	30%	AI tool demonstrations & dashboards
Case Studies	15%	Global & Indian brand applications
Capstone Project	25%	AI-based marketing plan simulation

## Course Fee



₹1,20,000 (One Lakh Twenty Thousand Only)

## Discount Details

- Early-bird Discount: 10%
- Valid Until: 31st December
- Applicable only for registrations completed before the deadline.

All discounts, fees, and payment terms can be revised or updated as required in the future.

## Certificate details

On successfully completing the course, participants will be awarded a certificate of completion.

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