



NIRF Rank #6 Overall | India's First IIT

Executive PG Certificate in AI-Powered Marketing & MarTech

An Executive PG Certificate Program by
Indian Institute of Technology Kharagpur



8 Months
Executive Certificate



Starts
August 2026
(Tentative)



Executive Alumni
Status

IIT KHARAGPUR
EXECUTIVE CERTIFICATE

100%
LIVE ONLINE

WEEKEND
CLASSES

About IIT Kharagpur

Established in 1951, Indian Institute of Technology Kharagpur (IIT Kharagpur) is India's first IIT. Ranked #6 overall by NIRF 2026, IIT Kharagpur has driven innovation in technology, engineering, and management for over seven decades.

With a forward-facing approach to marketing education, IIT Kharagpur leads the charge in AI-powered marketing strategy, combining academic rigour with real-world application.

This Executive PG Certificate program is designed for working professionals. It's the only IIT certificate program that grants Executive Alumni Status upon graduation, giving you lifelong access to the IIT Kharagpur alumni network.

Established - 1951

India's first IIT

NIRF Ranking - 6

Overall (2026)

Alumni Network

60,000+ globally

Campus- 2,100 acres

in West Bengal

Faculty - 290+

across departments

Alumni Network

AI, digital transformation, business strategy





Message from the Director



Prof. Suman Chakraborty
Director, IIT Kharagpur



Marketing is undergoing one of the most profound transformations in its history. The age of intuition-led campaigns is giving way to the age of intelligence-led growth. Artificial Intelligence (AI) is no longer a supporting technology at the periphery of marketing; it is rapidly becoming the engine that drives customer understanding, decision-making, personalization, engagement, and business value creation at unprecedented scale.

In this new landscape, the most successful professionals will not be those who merely use AI tools, but those who understand how to combine human creativity, strategic thinking, data intelligence, and technological capabilities to build adaptive marketing ecosystems. The future belongs to leaders who can transform data into insight, insight into action, and action into measurable impact.

It is with this vision that **IIT Kharagpur, through its Continuing Education Programme, has partnered with FutureSense to offer the Executive Post Graduate Certificate in AI-Powered Marketing and Martech.** This programme has been designed to bridge the gap between classical marketing wisdom and the emerging realities of AI-native enterprises. It equips learners with the ability to harness Generative AI, intelligent automation, advanced analytics, customer data platforms, and modern marketing technologies to solve real-world business challenges.

At IIT Kharagpur, we have always believed that education must anticipate the future rather than react to it. As industries are redefined by intelligent systems, organizations increasingly seek professionals who can not only understand technology but also orchestrate it to create meaningful customer experiences, sustainable growth, and competitive advantage. This programme reflects that commitment. **It is designed not simply to train marketers, but to develop future-ready growth architects capable of leading organizations through an era where human ingenuity and artificial intelligence work together to create new possibilities.**

I invite aspiring and experienced professionals alike to embark on this transformative learning journey and become architects of the next generation of marketing innovation.

Marketing Is Being Rebuilt From Ground Up by AI

And Most Marketers Are Still Using Last Year's Playbook.

According to a 2025 study by SEO.com, 88% of marketers now use GenAI daily. But fewer than 10% integrate it across the full funnel. That's not a skills gap. That's a structural divide in the profession.

88%

of marketers use GenAI daily
Source: SEO.com, 2025

ONE SIDE

Marketers who know ChatGPT and Canva AI. Everyone will know these tools within 18 months.

<10%

integrate AI across the full funnel,
The gap is the opportunity

OTHER SIDE

Marketers who can orchestrate entire marketing systems using AI, who understand how to wire CRM, CDP, automation, analytics, and GenAI into one performance-driven engine.

15-22%

annual growth in AI-native roles
Source: LinkedIn, 2025

That second group commands a salary premium. LinkedIn's 2025 Global Talent Report shows AI-native marketing roles, AI Content Strategist, Personalization Architect, MarTech Analyst, growing at 15-22% annually. Traditional marketing coordinator roles are shrinking.

₹15-25L

AI Marketing Manager salary range
vs ₹6-12L for traditional roles

The window is 12-18 months. After that, these skills become table stakes.

This Executive PG Certificate from IIT Kharagpur trains you to be in that 10%. To design systems, not just use tools. To orchestrate AI, not just prompt it.



About the Executive PG Certificate in

AI-Powered Marketing & MarTech

This isn't a retrofitted digital marketing course with AI modules tacked on. It's an AI-native program designed around how modern marketing actually operates: orchestrating intelligent systems that research, create, personalize, measure, and iterate.



FutureSense Technologies has partnered with **IIT Kharagpur** to deliver this fully online 8-month program combining **IIT faculty expertise** with insights from **industry practitioners** on the FutureSense Leadership Council.



The curriculum covers **13 modules**, from **AI-native marketing strategy to agentic AI systems**, with hands-on work across 15+ tools including ChatGPT, Claude, GA4, HubSpot, n8n, CrewAI, and Meta Ads Manager.



You'll build up to 8 projects, present a **capstone to an IIT faculty jury** and industry panel, and graduate with Executive **Alumni Status** from IIT Kharagpur.

Tools You'll Work With



ChatGPT



Claude



Google Analytics 4



Meta Ads
Manager

+ 7 more
industry-leading
tools



This isn't about learning AI tools. It's about becoming the marketer who architects **AI marketing systems** that companies compete to hire.



13 Modules



Up to 8 Mini Projects



1 Capstone



IIT Certificate



Executive
Alumni Status



8 Months
Duration



100% Live Online
Weekend Classes



Starts on
August 2026
(Tentative)



Fee
₹1,25,000 + GST

Who this _____ Program Is For

This Executive PG Certificate is designed for working professionals and career-switchers who want to lead AI-powered marketing workflows end-to-end. Whether you're starting out, scaling fast, or switching careers, this program equips you to design systems, not just use tools.

01 **Aspiring Digital Marketers**
Looking to break into AI-native marketing roles from day one

02 **Early-Career Marketers (1-3 years)**
Ready to move from executing campaigns to designing systems

03 **Mid-Career Marketers (3-8 years)**
Want to future-proof careers before AI makes current skills a commodity

04 **Product & Growth Managers**
Focused on building lean, full-funnel growth engines

05 **Product & Growth Managers**
Focused on building lean, full-funnel growth engines

06 **Freelancers & Consultants**
Want to design smarter, ROI-focused campaigns for clients

07 **Career Switchers**
From sales, design, content, or tech, bringing domain knowledge plus marketing fluency

ELIGIBILITY _____

- **First class (60%)** desirable in most of the key exams (class 12/ graduation/ post graduation). Exceptions may be made for candidates with exceptional track record or background based on discretion of Program Director.
- **Work Experience:** 1+ years of work experience
Exceptional freshers may be considered
- **Selection:** Scoring atleast 50% in pre-screening exam.

From the Program Directors



Prof. Srabanti Mukherjee

Associate Professor, Marketing
Vinod Gupta School of Management, IIT Kharagpur

Marketing is at an inflection point that comes once in a generation. AI isn't just changing the tools marketers use; it's redefining what marketing work means.

The marketers who thrive in the next five years won't be the ones who know the most platforms. They'll be the ones who understand how to design systems that research, create, personalize, and measure, often with minimal manual intervention.

This program is built on that premise. We teach you to think like architects of intelligent marketing systems, not just users of AI tools. You'll learn consumer psychology, brand strategy, and how AI transforms each layer of the funnel. But more importantly, you'll learn how to orchestrate AI across the entire customer journey. IIT Kharagpur is India's first IIT, and this program upholds that pioneering spirit. We're the only IIT offering Executive Alumni Status for certificate programs.

"Come ready to build. Leave ready to lead."

- **Research:** Digital platforms, technology adoption, e-commerce consumer behavior
- **Editorial Board Member:** Leading Consumer Behaviour and Marketing Journals

The gap between knowing AI tools and building AI marketing systems is where careers diverge. One produces coordinators. The other produces leaders.

This program closes that gap. Every module ends with a mini project. Every concept is immediately applied. You'll build SEO audits, full-funnel ad campaigns, GA4 dashboards, automation workflows, content pipelines, and multi-agent AI systems.

By the end, you'll have Up to 8 projects and a capstone, proof of capability, not just a certificate.

The window to capture the AI marketing premium is 12-18 months. After that, these skills become table stakes. Enroll now, while the advantage is still yours to take."

Earned a B.Arch from IIT KGP | Earned Silver Medal as Department Topper | PHD from IIT Delhi

Published: Technological Forecasting and Social Change

Research: AI-powered lead management, social media marketing, CRM



Prof. Biplab Datta

Professor, Marketing and Leadership
Vinod Gupta School of Management, IIT Kharagpur



What You Graduate With

Every item on this list is something a recruiter, an interviewer, or a client will ask about. By graduation, you'll have a real answer for all of it.



Executive PG Certificate from IIT Kharagpur

Jointly awarded by IIT Kharagpur and FutureSense Technologies. Internationally recognized.



Executive Alumni Status

The only IIT certificate program offering this. Lifelong access to IIT Kharagpur alumni network.



Up to 8 Mini Projects

SEO audits, ad campaigns, dashboards, automation workflows, AI agents, systems you built and can demonstrate.



Capstone Project

Full AI marketing strategy presented to IIT Kharagpur faculty jury and industry panel.



Hands-On with 15+ Tools

ChatGPT, Claude, GA4, HubSpot, n8n, CrewAI, Meta Ads Manager, and more, operated across real projects.



Masterclasses by Industry Experts

Live sessions with industry practitioners - including VPs & Chief Officers.



Direct Pathway to 4 Career Tracks

AI Marketing Manager · MarTech Analyst · Performance Marketing Manager · AI Content Strategist



Program Structure

Duration: 8 Months


FORMAT


 100% Live Online
(Weekend Classes)

 Saturday and Sunday sessions
(3 hours each)

Total: 150+ hrs of collective teaching offered by IIT Faculties and Industrial Experts

DELIVERABLES

 Up to 8 Mini Projects
(one per module)

 1 Capstone Project
(evaluated by IIT jury)

 IIT Kharagpur Executive
PG Certificate

 Executive Alumni Status

BRIDGE COURSE

Included Free - Worth ₹29,000

 Vibe Coding Workflows

 Programming Foundations

 GenAI, Agentic AI, and Prompt Engineering



01	AI-Native Marketing Strategy	18 hours
02	AI-Powered Brand & Website	10 hours
03	AI-Driven Social Media Marketing & Community Building	10 hours
04	SEO, GEO and AI Search Optimization	16 hours
05	Performance Marketing with AI	14 hours
06	Content Strategy and AI Content Systems	12 hours
07	Marketing Analytics and Experimentation	16 hours
08	CRM, CDP and Marketing Automation	10 hours
09	MarTech Stack Architecture and Integration	14 hours
10	GenAI for Marketing at Scale	8 hours
11	Agentic AI for Marketing Operations	8 hours
12	E-commerce, D2C and Growth Marketing	8 hours
13	B2B Marketing, ABM and Revenue Ops	6 hours
	Capstone Project	6 hours

Curriculum

Curriculum Deep Dive

BRIDGE

Bridge Course

- Vibe Coding Workflows
- Programming Foundations
- GenAI, Agentic AI, and Prompt Engineering

Skills Mapped

- AI tool literacy, Prompt basics

MODULE - 1

AI-Native Marketing Strategy | ⌚ 18 HOURS

- Marketing in AI Era and Revisiting Marketing Mix for AI Age
- Consumer psychology: cognitive biases, decision triggers
- Omnichannel Customer Journey
- Defining Personas and user journeys
- From Segmentation to Hyper Personalization; Marketing funnel vs flywheel in AI first organizations
- Understanding AI for Marketing - Gen AI and Agentic AI; Assistive, Augmented and Autonomous Marketing
- AI marketing strategy canvas: orchestration vs execution

Skills Mapped

- STP, Brand positioning, Integrated marketing, Consumer psychology, AI strategy frameworks

Masterclass Prompt Engineering for Marketeers
Briefing, reviewing and elevating AI output

MODULE - 2

AI Powered Brand Positioning and Website Design | ⌚ 10 HOURS

- Brand positioning: frameworks, perceptual mapping
- Integrated Marketing Communication (IMC) design
- Building AI Assisted Websites
- AI Powered UI-UX Principles

Mini Project: AI-assisted website design for a brand

MODULE - 3

AI-Driven Social Media Marketing & Community Building | ⌚ 10 HOURS

- Social Media Marketing Theory + Engagement Models (e.g., AIDA, Ladder of Engagement)
- Digital Marketing Metrics that matter: Meta (Facebook & Instagram Ads) Awareness Campaigns
- Understanding Audience: Setup a Lead Generation Campaign
- Introduction to Conversion Setup: Campaign Optimization Strategy using real case studies

Mini Project: Setup an Ecommerce Campaign: Creating Campaign Strategy

MODULE - 4

SEO, GEO and AI Search Optimization | ⌚ 16 HOURS

- SEO Basics, keyword search,
- Technical SEO: crawlability, Core Web Vitals, schema
- On-page SEO: E-E-A-T, topical authority, content clusters
- GEO: Generative Engine Optimization for AI search results
- Voice search and conversational query optimization
- Off-page SEO: link building, digital PR strategy

Skills Mapped

- Technical SEO, On-page SEO, GEO, AI search, Voice search, Link building strategy

Mini Project: SEO audit + AI-assisted content brief creation

MODULE - 5

Performance Marketing with AI | ⌚ 14 HOURS

- Google Ads: Search, PMax, Demand Gen campaign types
- Meta Ads: Advantage+ campaigns, creative testing
- Programmatic advertising: DSPs, RTB, audience segments
- Attribution models: last-click, MTA, MMM overview
- AI-powered bidding: Smart Bidding, automated rules

Skills Mapped

- Google Ads, Meta Ads, Programmatic, Attribution modelling, ROAS optimization, Audience targeting

Mini Project: Build + optimize a full funnel ad campaign

Masterclass CAC Modeling

MODULE - 6

Content Strategy and AI Content Systems | ⌚ 12 HOURS

- Content strategy: pillars, buyer journey mapping
- AI supported content generation: prompts for blogs, ads, scripts
- Brand voice calibration using LLMs: system prompts
- Social media algorithms and AI-native content formats
- Influencer marketing: discovery, contracts, ROI measurement

Skills Mapped

- Content strategy, GenAI content generation, Brand voice, Social media, Influencer marketing, Video scripting

Mini Project: 30-day AI content pipeline using Claude + Canva

MODULE - 7

Marketing Analytics and Experimentation | ⌚ 16 HOURS

- Marketing Mix Modelling: principles and interpretation
- Cohort and funnel analysis: retention, drop-off mapping
- AI-assisted analytics: ChatGPT for data interpretation
- Concept Testing with Synthetic Data

Skills Mapped

- GA4, Looker Studio, A/B testing, Marketing Mix Modelling, Cohort analysis, Funnel analytics

Mini Project: Build full analytics + reporting dashboard

Masterclass Concept Testing with Synthetic Data

MODULE - 8

CRM, CDP and Marketing Automation | ⌚ 10 HOURS

- CRM foundations: pipeline, lifecycle stages, data hygiene
- Customer Data Platform (CDP) vs CRM vs DMP differences
- Lead scoring models: rule-based and AI-predictive
- Email automation: sequences, triggers, personalization
- DPDP Act 2023: consent, data residency, compliance

Skills Mapped

- HubSpot CRM, Email automation, Lead scoring, Customer lifecycle, CDP architecture, DPDP compliance

MODULE - 9

MarTech Stack Architecture and Integration | ⌚ 14 HOURS

- MarTech Landscape and Stack Architecture Principles:
- API Integrations: Webhooks, REST, OAuth Basics (No-Code)
- No-Code Orchestration: n8n, Make, Zapier for Marketing
- Multiplatform Campaign Management

Skills Mapped

- Stack architecture, API integrations, No-code automation, Vendor evaluation, Data flow design

Mini Project: Build multi-tool marketing automation with n8n

Masterclass Full-Stack Integration & Strategic Planning

MODULE - 10

GenAI for Marketing at Scale | 8 HOURS

- LLM APIs: OpenAI, Claude, Gemini - usage and configurations
- Advanced prompting techniques: meta-prompts, structured outputs, and guardrails
- Multimodal AI applications: image generation for advertisements, audio for branded content
- AI content ethics: addressing hallucination, bias, and ensuring brand safety

Skills Mapped

- Advanced prompting, LLM APIs, RAG for marketing, Multimodal AI, AI ethics, Content at scale

MODULE - 11

Agentic AI for Marketing Operations | 8 HOURS

- Agent fundamentals: tools, memory, planning, ReAct loop
- Using AI Agents for marketing
- Multi-agent systems: CrewAI, role assignments, and handoffs

Mini Project: Design and deploy a 3-agent marketing crew

Skills Mapped

- LangChain agents, CrewAI, Multi-agent orchestration, Tool use, Memory, Marketing workflow automation

MODULE - 12

E-commerce, D2C and Growth Marketing | 8 HOURS

- E-commerce marketing: Amazon and Flipkart ad products, A+ content optimization
- D2C full funnel: acquisition, activation, retention, referral strategies
- Conversion Rate Optimization (CRO): heatmaps, A/B testing methodologies

Mini Project: Quick commerce marketing case studies featuring Blinkit, Zepto, instant delivery, plus AI-powered experiment design

Skills Mapped

- Amazon/Flipkart seller marketing, D2C funnel, CRO, Quick commerce, Growth hacking, Retention mechanics

MODULE - 13

B2B Marketing, ABM and Revenue Ops | 6 HOURS

- ABM Essentials: Understanding 1-to-1, 1-to-few, and 1-to-many strategies
- B2B Content Strategy: Crafting compelling narratives for demand generation
- Revenue Operations: Streamlining alignment between marketing, sales, and customer success teams.

Skills Mapped

- Account-Based Marketing, LinkedIn Ads, Sales alignment, Revenue Operations, Intent data, Pipeline marketing

CAP

Capstone: AI Marketing Campaign | 6 HOURS

- ABM fundamentals: 1-to-1, 1-to-few, 1-to-many tiers
- B2B Content Strategy and Demand Generation
- Revenue Ops: aligning marketing, sales, CS pipelines

Skills Mapped

- End-to-end campaign strategy, MarTech integration strategy, Agentic AI, Portfolio delivery

130+ Hrs
of structured learning

20+ Hrs
of project work

15+ Tools. Organized by Purpose.

You won't just know these tools. You'll operate them across real projects, real datasets, and real workflows.



Note: Hands-on exposure through demos, free tiers, and available credits. Paid tool subscriptions are NOT included.

The Projects in Your Portfolio Are What Every Interview Actually Turns On.

You'll work on real-world challenges with IIT faculty and Industry mentors. Every project has to work, not just look good in a presentation.



SEO Technical Audit Dashboard

Build a complete technical SEO audit system with site crawl analysis and optimization recommendations.

TOOLS - Google Analytics 4 python Screamingfrog



Full-Funnel Google + Meta Ad Campaign

Design and launch a complete performance marketing campaign from awareness to conversion.

TOOLS - Google Ads Meta Google Analytics 4



GA4 + Looker Studio Analytics Dashboard

Build a real-time marketing analytics dashboard with custom metrics and attribution modeling.

TOOLS - Google Analytics 4 Looker Google Big Query



Marketing Attribution Model

Build a multi-touch attribution model tracking the customer journey.

TOOLS - python Google Analytics 4 Google Sheets



AI Content Pipeline (Blog + Social)

Create a multi-agent AI system that researches, writes, and schedules content.

TOOLS - n8n Canva Claude ChatGPT



HubSpot CRM + Email Automation Workflow

Design an automated lead nurturing workflow with segmentation and scoring.

TOOLS - n8n HubSpot



MarTech Stack Integration Plan

Design a complete integrated marketing technology stack with data flow diagrams.

TOOLS - n8n Lucidchart Make



Capstone — Complete AI Marketing Strategy

Full AI-powered marketing strategy presented to the IIT jury and industry panel.

TOOLS - All integrated

Futureense AI Clinic

Beyond the Curriculum: Hands-On Workshops Where You Wire, Test, and Optimize Marketing Systems.

WHAT IS IT?

6 live workshops are conducted throughout the program. Go beyond theory, work hands-on with industry practitioners to build, test, and iterate on real marketing systems.

FORMAT:

- Multiple 3-hour live workshops
- Small-group breakout sessions
- Guided by Futureense Leadership Council practitioners
- Focus on system integration, troubleshooting, and optimization

WHAT YOU'LL BUILD:

- Multi-agent AI content pipeline (research → write → schedule → publish)
- Real-time GA4 + Looker Studio dashboard for attribution
- HubSpot + n8n automation workflow for lead nurturing
- Full-funnel performance marketing campaign (Google + Meta)

RESULT:

Learn to build like engineers who ship at scale, not just marketers who manage campaigns.



Faculty & Leadership Council

The faculty who grade your work. The practitioners who shape how the industry operates.

IIT KHARAGPUR FACULTY



Prof. Srabanti Mukherjee

Associate Professor — Marketing
VGSOM, IIT Kharagpur



Prof. Biplab Datta

Professor — Marketing & Leadership
VGSOM, IIT Kharagpur



Prof. Swagato Chatterjee

Senior Lecturer — Digital Marketing & Analytics
Queen Mary University of London



Prof. Atanu Ghosh

Visiting Faculty — IIT KGP, IIM Calcutta, XLRI
Founder & CEO, Bluebeaks Solutions



Prof. Dipanjan Kumar Dey

Assistant Professor — Marketing,
VGSOM, IIT Kharagpur



Futureense Leadership Council

Co-architects, Professors of Practice, and Mentors of the Program



Anand Das

TVS Motors
Chief Digital & AI Officer



Ankit Mogra

Ather Energy
Director - Insights & Analytics



Muthumari S

Brillio
Global Head of Data & AI Studio



Shirsha Ray

Thomson Reuters
Director of Engineering



Ishu Jain

Myntra
Head of Central Analytics



Pankaj Rai

Aditya Birla Management Corp
Group Chief Data & Analytics Officer



Madhu Hosadurga

Schneider Electric
Global VP, Enterprise AI



Nithya Subramanian

Best Buy
Sr Director Data & AI COE



Swati Jain

Deloitte
Partner, Digital AI & Analytics



Srinu Oduru

Kearney
Head of IT Delivery & Operations



Anirban Nandi

Albertsons Companies India
Vice President, AI and Data



Indrani Goswami

Nykaa
Associate Director

FutureSense Leadership Council

Co-architects, Professors of Practice, and Mentors of the Program



Vishal Nagpal
Best Buy
Director of Data & AI



Krithika Muthukrishnan
Scripbox
Chief Data Science Officer



Tushar Sahu
Google
Director Engineering



Sumon Maal
SonyLiv
Director Engineering



Ruchika Singh
Spotify
Director, Data Science & Insights



Nishant Chandra
Microsoft
Industry Copilot Leader & Head



Vidhi Chugh
All About Scale
Head of AI



Ashish Kulkarni
Kritrum
Director Applied AI



Gaurav Srivastava
Amazon
Analytics Business Intelligence



Arpit Agarwal
Google
Data Science Manager



Ashutosh Shinde
PayU
Director, Software Engineering



Biju Kallepilli
SAP Labs
Industry Copilot Head

Career Pathways & ROI

This program prepares you for four clear career directions in AI marketing.

AI Marketing Manager

Design and execute AI-powered marketing strategies across channels. Manage marketing technology stack and automation systems.

01

SALARY RANGE: ₹15-22 LAKHS PER ANNUM

MarTech Analyst / Marketing Operations

Build and maintain integrated marketing technology systems. Own data flow, attribution modeling, reporting dashboards.

02

SALARY RANGE: ₹12-18 LAKHS PER ANNUM

Performance Marketing Manager (AI-Native)

Run full-funnel performance campaigns with AI-powered optimization. Own paid media strategy and ROI measurement.

03

SALARY RANGE: ₹14-20 LAKHS PER ANNUM

AI Content Strategist

Design content strategies powered by AI agents. Build content pipelines and manage AI-driven production at scale.

04

SALARY RANGE: ₹12-18 LAKHS PER ANNUM



ROI CALCULATION

₹15-22 LPA

Average AI Marketing Manager salary

₹1,25,000 + 18% GST

Your total investment

8-10 months

Payback period

CAREER SUPPORT

- Resume and portfolio guidance
- Interview preparation workshops
- Curated job listings from Futureense hiring network
- Access to 200+ partner companies

Note: Salary ranges are indicative based on market research. This program does NOT guarantee placements or specific outcomes.

Comparison Table

What Makes This Different



DIMENSION

FOCUS →

TRADITIONAL PROGRAMS

Marketing with AI add-ons

INDIA'S ONLY AI-DRIVEN DEGREE

AI-native marketing from day one

CURRICULUM →

Business-first, AI follows

AI-first, business layered on top

GEN AI →

Taught, not built with

Used to design and deploy campaigns

MAR TECH →

Introduced conceptually

Full-stack architecture and integration

AGENTIC AI →

None or brief mention

12-hour dedicated module

B2B / ABM →

Absent

Dedicated Module

GEO →

Not covered

Dedicated coverage (ChatGPT, Perplexity optimization)

CAPSTONE →

Report or deck

Full strategy presented to the IIT jury

OUTCOME →

Understand trends

Build, deploy, iterate systems

MINDSET →

Analyst or executor

Orchestrator and system designer

ALUMNI STATUS →

No alumni status

Executive Alumni Status from IIT Kharagpur



Your Path From

Application to Certification



Apply Online

Submit application at futureense.com/iit-kharagpur-martech



Pre-Screening Test

Complete non-technical aptitude assessment



Receive Offer Letter

Selected candidates receive admission confirmation from IIT Kharagpur



Pay Program Fee

₹1,25,000 + GST program fee



Complete Bridge Course

2-week foundation course (included free, worth ₹29,000)



Begin Program

Attend live weekend classes with IIT faculty and industry practitioners



Build Upto 8 Projects

Complete hands-on mini projects; every project adds to the portfolio



Present Capstone

Design and present a complete AI marketing strategy to the IIT jury and industry panel



Get Certified with the IIT Certificate + Executive Alumni Status

Earn an Executive PG Certificate from IIT Kharagpur and Executive Alumni Status



Eligibility & Admission

WHO CAN APPLY?



EDUCATIONAL:

First class (60%) desirable in most of the key exams (class 12/ graduation/ post graduation).

Exceptions may be made for candidates with exceptional track record or background based on discretion of Program Director.



EXPERIENCE:

1+ years of work experience

Exceptional freshers may be considered



PRIOR KNOWLEDGE:

Basic familiarity with digital marketing is recommended



SELECTION:

Scoring atleast 50% in Pre-screen Exam

ADMISSION PROCESS



Apply Online

Visit futureense.com/iit-kharagpur-martech



Pre-Screening Test

60-minute online test assessing marketing aptitude
No JEE required. No coding required.



Receive Offer Letter

Direct admission confirmation from IIT Kharagpur



Pay Program Fee

₹1,25,000 + GST
EMI options available (up to 12 months, no-cost)



Begin Bridge Course

2-week foundation program



Start Program

August 2026 (Tentative) - Live online weekend classes begin

FEES STRUCTURE



Program Fee

INR ₹1,25,000 + 18% GST



Application Fee

A non-refundable initial deposit of INR 5,000/- must be paid at the time of application submission, which will be adjusted against the total program fee.

INR ₹5,000/-



Bridge Course

Worth ₹29,000

Included FREE

TOTAL PROGRAM FEES

₹1,47,500

(including 18% GST)

WHAT'S INCLUDED

- 150 hrs of collective teaching offered by IIT Faculties and Industrial Experts
- All course materials, recorded sessions, resources
- Bridge Course (worth ₹29,000), included free
- Upto 8 guided hands-on projects with mentor support
- Capstone evaluation by IIT faculty + industry jury
- Executive PG Certificate from IIT Kharagpur
- Executive Alumni Status and lifetime alumni network
- Meta Digital Marketing Associate Exam voucher
- Career support: resume guidance, job listings, interview prep

WHAT'S NOT INCLUDED

- Other paid certifications beyond the Meta voucher Certificate from IIT Kharagpur
- Executive PG × Paid tool subscriptions (free tiers, demos, credits provided)

PAYMENT OPTIONS



- **No-Cost EMI Available:** Learners opting for an education loan can avail of No-Cost EMI for loan tenures up to 6 months, subject to applicable terms and approval.
- **Scholarship for Upfront Payment:** Learners choosing to make the full program fee payment upfront are eligible for a scholarship of up to INR 6,000 on the total program fee (inclusive of GST) of INR 1,47,500.

Note: Any scholarships, discounts, or financial assistance, if applicable, will be offered at the sole discretion of the institute and subject to eligibility criteria.



Indian Institute of
Technology, Kharagpur

The AI Marketing Premium Is Real. And It's Waiting for Whoever Is Prepared.



**Start Your
Application Now**



**Follow Us On
Instagram**

+91 93111 43395 — iitkgpmartech@futurense.com — futurense.com/iit-kharagpur-martech

 Indian Institute of Technology Kharagpur - Kharagpur, West Bengal 721302, India