



Futureense.uni
Admissions and Industry Partner



#7th
Ranked in India
for Overall category
(NIRF 2025)

PG Certificate Program in



AI-Enabled Digital Marketing & MarTech

Become the AI-native marketer every modern team needs

**INDIA'S FIRST NO-CODE, FULL-STACK AI MARKETING ENGINEER
CERTIFICATE PROGRAM BUILT FOR REAL-WORLD ORCHESTRATION**

Start Date: 25th April 2026 (Tentative)

Duration: 6 Months

Format: Live Online

Campus Immersion: Optional 2-Day Experience at IIT Roorkee

Course Fee: ₹1.4 Lacs + GST

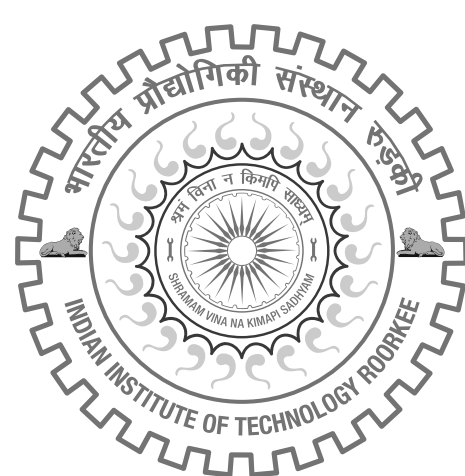


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Message from Coordinator

Continuing Education Centre (CEC)

Contributor to Multiple Book Chapters

Awarded the DST-SERC Fast Track Award for Young Scientists

Secured Multiple National and International Research Grants

130+ Research Papers Published

Fellow of the Royal Society of Chemistry (FRSC)

Recipient of the ICMR International Fellowship



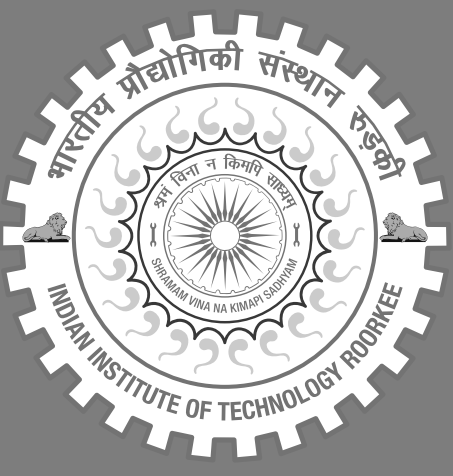
PROF. KAUSHIK GHOSH

Coordinator, Continuing Education Centre (CEC), IIT Roorkee

Our mission is to create future-ready professionals by blending academic rigour with practical innovation. As marketing becomes increasingly driven by AI and real-time orchestration, professionals need more than surface-level tool knowledge; they need a deep, system-level understanding. Through this Certificate Program, we're enabling learners to build marketing engines that are intelligent, adaptive, and grounded in real-world applications.

Prof. Kaushik Ghosh is a **Distinguished Academician** and a **Leading Researcher** in the fields of **Bioinorganic and Organometallic Chemistry**, with significant contributions to **Catalysis and Metal Complexes in Protein Aggregation**.

At IIT Roorkee, he heads the **Continuing Education Centre (CEC)** and has been at the forefront of interdisciplinary research, blending fundamental science with real-world impact.



Is your Marketing Stuck in a Loop?



YOU'RE SPENDING



YOU'RE POSTING



YOU'RE OPTIMIZING

But nothing's really working?

Tool Overload, Zero Integration

Content Without Context

AI Used Like a Toy, Not a System

→ Few Killers of Modern Marketing

◆ Here are the few more reasons why you need this program

The Modern Marketing Team is Breaking

01

- Marketing used to follow a clear structure — a **Founder or CMO** at the top, **Generalists** in the middle, and **Specialists** across functions.
- Each owned a slice, but no one saw the whole system.
- Now, speed, scale, and constant signal shifts have shattered the old model.

When Silos Stop Talking, Campaigns Stop Performing

02

- As teams grew, they grew apart. Content waited for briefs. CRM waited for segments. Analysts waited for data. Execution stalled.
- *61% of marketers say inter-team friction leads to missed performance targets.*
~ Nielsen AI Marketing Index, 2025



100,000+ Tools. But Who Orchestrates Them?

- In 2025, the **MarTech landscape crossed 100,000 tools**.
- CRMs, CDPs, dashboards, automations, analytics, all stacked but rarely connected. Most teams juggle **90+ tools** - but use barely half.
- *The real skill isn't access... it's orchestration fluency.*
~ *GlobeNewswire, 2025*

03

AI Agents Work Fast. But They Don't Work Together

- Jasper writes. Midjourney designs. Segment tracks. Claude strategizes. But unless someone wires them right, workflows fall apart.
- *88% of marketers now use GenAI daily... but fewer than 10% integrate across the funnel.*
~ *SEO.com, 2025*

04

Real-Time Personalization Isn't Optional

- Customer journeys shift with every scroll... click... pause.
- 80% of users expect real-time personalization.
- Linear playbooks just can't keep up.
- *Brands using AI-driven journey orchestration report up to 40% higher LTV.*
~ *Marketing AI Institute, 2025*

05



Too Many Tools, No Sync

AI Without Orchestration



Outdated Org Structures

Silos Kill Speed



◆ The Market Wants AI-orchestrators that Engineer the Entire Marketing Workflow

Roles like AI Content Strategist, Personalization Architect, and MarTech Analyst are growing at 15–22% annually.

~ LinkedIn Global Talent Report, 2025

This is no longer about big team. It's about marketers who can **Orchestrate** entire funnels using **Prompt Logic, No-code Platforms, and AI-first Systems**.

◆ That's Exactly What this Program Trains You to Do

The PG Certificate in AI-Powered Digital Marketing & MarTech is built for one outcome:

To help you become the AI-native orchestrator every modern team needs.

It's not about coding or dashboards alone, it's about wiring everything together.

THE SHIFT STARTS HERE

 zapier

 Midjourney

 Gemini

 Claude

 Jasper

 ChatGPT





Who is this — Program for?

Whether you're starting out or scaling fast, this program is built for those who want to lead AI-powered marketing workflows end-to-end, drive measurable performance, and master no-code orchestration tools — without needing to code or have a technical background.

◆ This Certificate is Ideal for:

- **Aspiring Digital Marketers** looking to break into AI-native roles
- **Traditional Marketers** ready to modernize their stack and stay relevant
- **Product & Growth Managers** focused on building lean, full-funnel systems
- **Startup Founders** driving outcomes through automation and experimentation
- **Freelancers & Consultants** who want to design smarter, ROI-focused campaigns
- **Career Switchers** from business, sales, design, or content backgrounds
- **Tech Professionals** who want to specialize in a domain like marketing and apply their skills in growth-oriented contexts

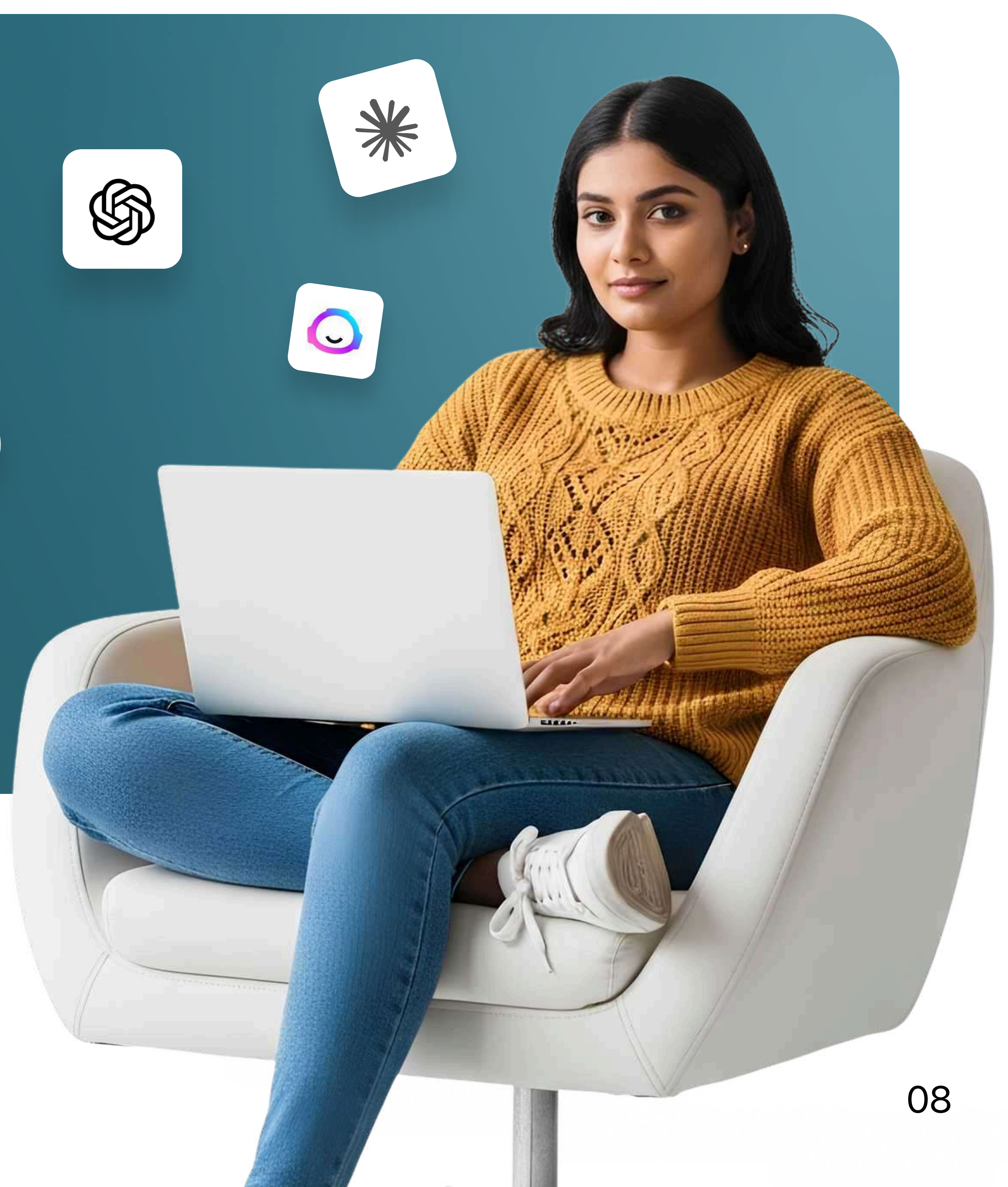
MARKETING REWIRED

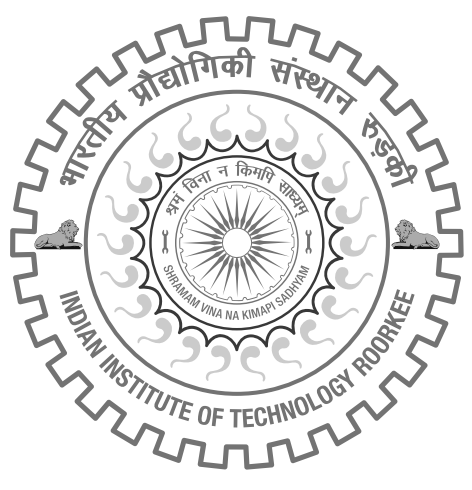
AI-Native Marketer

Orchestrate

Prompt-Driven Campaigns

Smart. Fast. AI Powered





Eligibility Criteria

Educational Qualification: Graduate from a recognized university (Minimum 50%)

Work Experience: 1+ year of relevant experience preferred

Freshers: Exceptional freshers may be considered based on screening

Prior Knowledge: Basic familiarity with marketing or digital tools recommended

Selection Process: Short aptitude-based pre-screening test (non-technical)

Program Details

DURATION

6 Months (120+ hours)

FORMAT

Live online weekend classes

FEES

₹1.4 Lakhs + GST*

SCHEDULE

Saturday and Sunday (3 hours each)

Schedule will be defined based on faculty's discretion.

CAMPUS IMMERSION

Optional 2-day experience at IIT Roorkee

NO-COST EMI OPTIONS

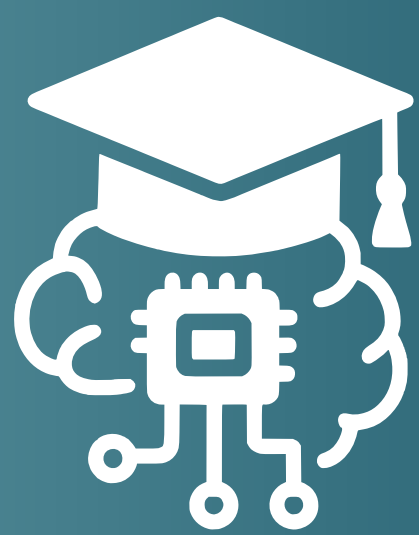
Up to 12 months

Low-cost EMI available for longer tenures.

*Scholarship of up to ₹15,000 available for deserving candidates opting to pay the full fee upfront.

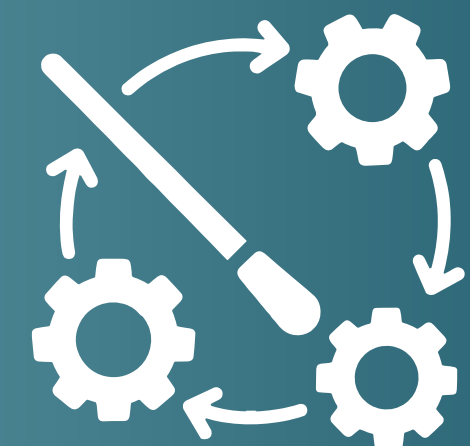


Program – Highlights



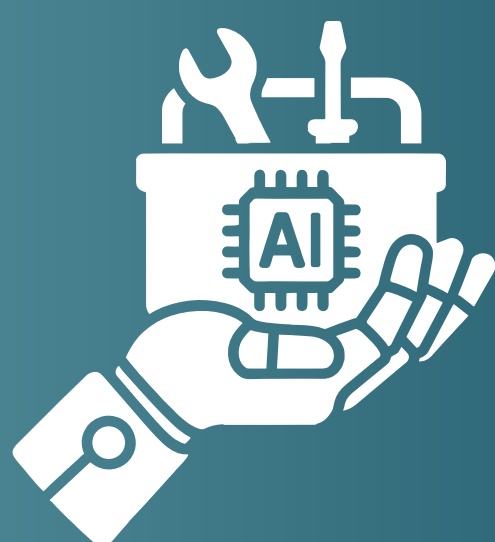
Certified Program that Builds AI-Native Marketers

This isn't a retrofitted digital marketing course. It's built ground-up for the AI era with a no-code approach that lets you design, automate, and measure without needing to code.



End-to-End Marketing Orchestration, Not Just Tool Usage

Learn how to wire together CRM, CDP, automation, and analytics tools into one performance-driven system across the entire funnel.



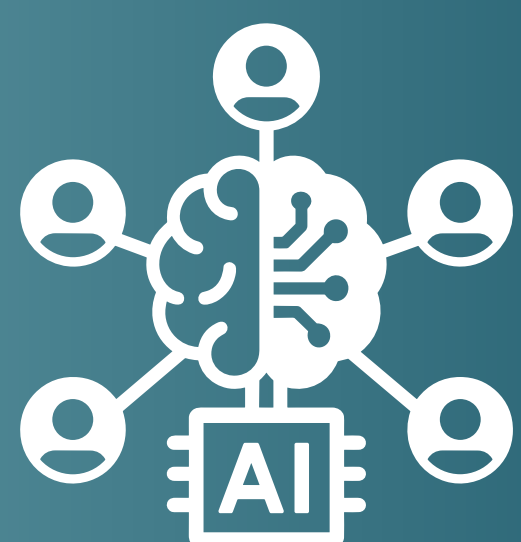
Hands-on with 20+ GenAI and Agentic AI Tools

Overview of tools like  ChatGPT  Claude  Jasper  Segment to design workflow not just outputs.



No-Code Stack Integration for Real-World Campaigns

Work with platforms like Make, n8n, Google Opal etc, to build your own growth systems from scratch.



AI-Powered Personalization at Scale

Use models and triggers to shape live journeys across email, ads, and product flows — beyond basic segmentation.



Live AI Clinic Workshops Beyond the Curriculum

Gain practical exposure through 6 exclusive sessions where you wire, test, and optimize marketing systems — hands-on.



Capstone Project with Live Campaign Build

Build a Prototype and add it to your portfolio



Think Like an Engineer, Execute Like a Marketer

Master structured thinking, workflow design, and AI-powered orchestration without writing code.



Weekend Live Classes with Campus Immersion Option

Learn over 120+ hours of live weekend sessions plus an optional 2-day campus experience at IIT Roorkee.

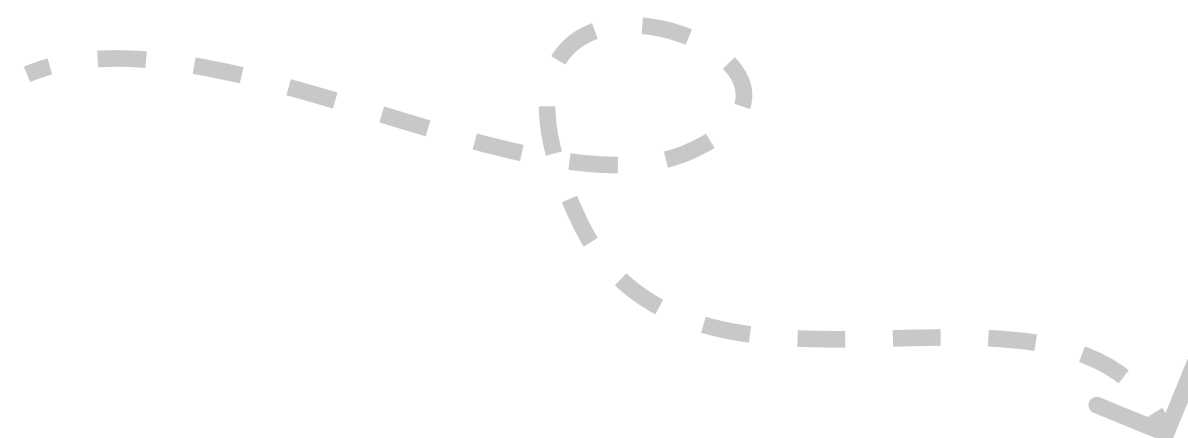


Career Support and The Breakfast Club

Access dedicated mentorship, industry connects, and placement support through Futureense's marketing talent network.



Student Journey



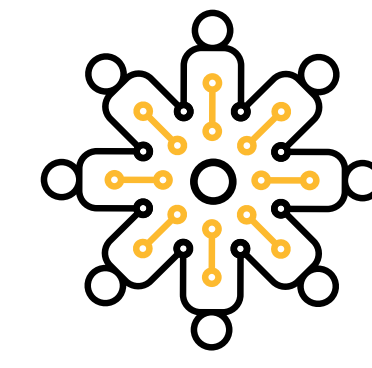
From application to certification, here's how your path unfolds:

- 1 Submit Your Application**
Fill in your details and share your interest in joining the program.
- 2 Clear the Pre-Screening Test**
A short, non-technical test designed to assess your marketing aptitude.
- 3 Pay and Confirm Your Seat**
Secure your spot in the upcoming cohort with flexible payment options.
- 4 Begin the FutureSense Bridge Course**
Start with a 2-week foundation on AI, prompt writing, no-code workflows, and essential tools.
- 5 Attend Weekend Live Sessions**
Join expert-led, interactive classes with IIT Roorkee faculty and industry mentors.
- 6 Apply Learnings to Business Use-Cases**
Join expert-led, interactive classes with IIT Roorkee faculty and industry mentors.
- 7 Visit IIT Roorkee for 2-Day Campus Immersion (Optional)**
Participate in workshops, network with peers, and gain hands-on experience on campus.
- 8 Launch with CEC IIT Roorkee Certification**
Earn your certificate, backed by a capstone campaign and portfolio-ready proof of work.





FutureSense – Leadership Council



futureSense
leadership
council

Industry Minds who Shape the Direction — and Challenge your Thinking

The FLC is a high-impact advisory board composed of **CXOs, AI heads, and Senior MarTech leaders**. They don't teach every session — but they define the why behind what you're learning.



Divesh Singla
Vice President, Global
Operations and Head, APAC



Alok Tiwari
Director Of Analytics



Anand Das
Chief Digital & AI Officer



Kaushik Das
Managing Director



Anupam Gupta
Independent Consultant-
AI/ML Product Development



Ankit Mogra
Director - Insights & Analytics



Nitin Srivastava
Global Head of Data and
Analytics



Muthumari S
Global Head of
Data & AI Studio



Shrisha Ray
Director of Engineering



Aditya Khandekar
President



Ishu Jain
Head Of Central Analytics



Pankaj Rai
Group Chief Data and
Analytics Officer



Nithya Subramanian
Senior Director Data and
AI COE



Pankaj Srivastava
Partner



Saurabh Agarwal
Chief Executive Officer



Satyakam Mohanty
Founder & Managing Partner



Supria Dhanda
Co-Founder &
Managing Partner



Madhu Hosadurga
Global Vice President,
Enterprise AI



Saurabh Kumar
Director - Data Engineering



Sharmistha Chaterjee
Head of Software and
Systems Engineering



A V Rahul
Director, Analytics



Arvind Balasundram
Executive Director, Commercial
Insights & Analytics
REGENERON
science to medicine®



Ashish Dabas
Vice President
Capital One



Praveen Sathyadev
Head Business Growth (VP) -
Analytics, Insights and AI
Course5
Transformative Intelligence



Swati Jain
Partner - Digital, AI
& Analytics
Deloitte.



Bhargab Dutta
Chief Digital Officer
CENTURYPLY



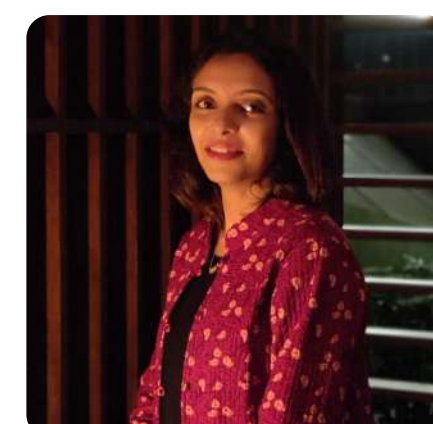
Srini Oduru
Head of IT Delivery
and Operations
Cervello
an AT&T company



Akshay Kumar
Research & Analytics Leader
Gallagher



Anirban Nandi
Head of AI Products &
Analytics (Vice President)
Rakuten



Indrani Goswami
Associate Director
NYKAA



Vishal Nagpal
Director of Data and AI
BEST BUY



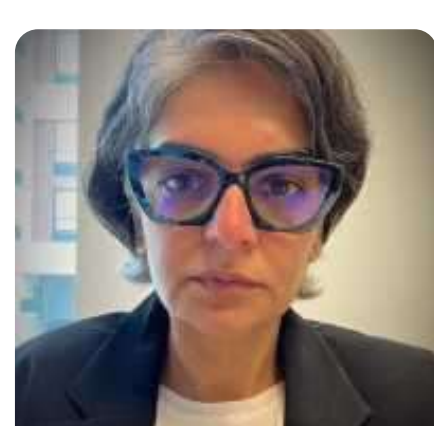
Tushar Sahu
Director Engineering
Google



Sumon Mal
Director Engineering
SONY
liv



Monica S Pirgal
Chief Executive Officer
BHARTIYA
@ commerce



Deepa Mahesh
Head - Analytics, BPS
Tech
Mahindra



Krithika
Muthukrishnan
Chief Data Science Officer
scripbox



Madhurima Agarwal
Managing Director -
Microsoft for Startups
Microsoft



Tushar Chahal
Chief Technology Officer
Numisma Bank



Ruchika Singh
Director, Data Science &
Insights
Spotify



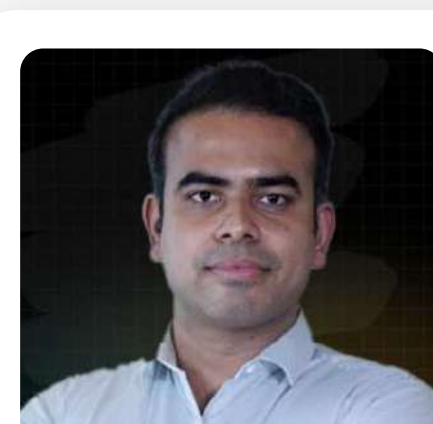
Sulabh Jain
Chief Analytics Officer
IMPACT
ANALYTICS



Gaurav Srivastava
Analytics Business
Intelligence Leader
amazon



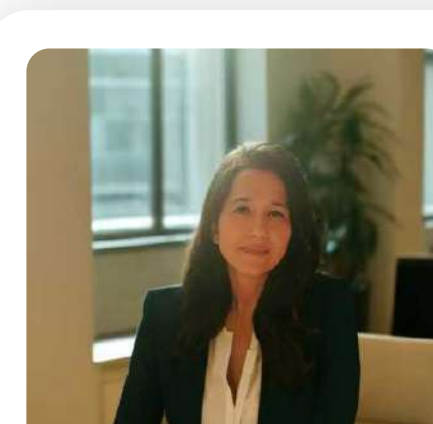
Arpit Agarwal
Data Science Manager
Google



George Joseph
Global head of analytics,
customer experience -
support operations
Uber



Pramod Rawat
Director
WELLS
FARGO



Vidhi Chugh
Head of AI
ALL ABOUT SCALE



How IIT Roorkee's AI Marketing Program Redefines the Game

Dimension	Traditional Marketing Programs	IIT Roorkee: AI-Enabled Digital Marketing
Core Philosophy	<ul style="list-style-type: none"> Marketing with AI add-ons 	<ul style="list-style-type: none"> Engineering AI-native marketing workflows
Curriculum Style	<ul style="list-style-type: none"> Business-first, AI follows later 	<ul style="list-style-type: none"> AI-first, business layered on top
Tool Exposure	<ul style="list-style-type: none"> Taught- not built with 	<ul style="list-style-type: none"> Used to design, deploy, and optimize campaigns
GenAI & Prompting	<ul style="list-style-type: none"> Introduced conceptually 	<ul style="list-style-type: none"> Explore 20+ tools
MarTech Architecture	<ul style="list-style-type: none"> Touched briefly, tool-focused 	<ul style="list-style-type: none"> Architect and integrate full-stack CRM-CDP-CMS engines
Campaign Design	<ul style="list-style-type: none"> Simulated or case-based 	<ul style="list-style-type: none"> Launched live, tested, and iterated in the AI Clinic
Mentor Access	<ul style="list-style-type: none"> Guest lectures 	<ul style="list-style-type: none"> Sprint reviews with CMOs and FLC mentors
Capstone Format	<ul style="list-style-type: none"> Report or deck 	<ul style="list-style-type: none"> Real campaign hosted in a live portfolio
Learning Outcome	<ul style="list-style-type: none"> Understand AI marketing trends 	<ul style="list-style-type: none"> Build autonomous marketing workflows
Mindset Trained	<ul style="list-style-type: none"> Analyst or executor 	<ul style="list-style-type: none"> Funnel builder... system thinker

Why this Matters

Today's marketers don't **just use AI, they engineer growth with it.**

At **IIT Roorkee**, you won't just understand AI tools, **you'll wire them into live systems that run at scale.**

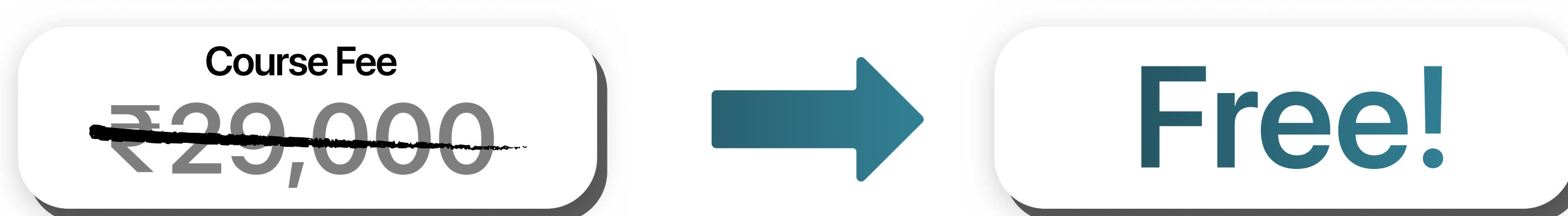
That's the IIT difference.



FutureSense — Bridge Course

Start Strong No Matter Where You're Coming From

Before diving into the main program, every learner completes a **2-week Bridge Course**. Whether **you're a fresher, a non-coder, or a domain expert** — this is where **everyone levels up** and **gets system-ready**.



*Included at no extra cost for enrolled students

What You'll Learn



Gemini

■ Prompt Engineering Foundation

Learn to write high-impact prompts for tools like ChatGPT, Claude, and Jasper - a core skill for AI-native marketers.

■ Python Programming (Basics)

Understand the logic behind automation, analytics, and AI workflows no coding background required.

■ Vibe Coding

Use tools like Make, Zapier, and AI app builders to wire marketing automations without writing code.

■ Introduction to AI, GenAI, and Agentic AI

Get a solid grounding in how modern AI works and how it's transforming marketing from the inside out.

Canva AI





Curriculum

Module 1: The Marketing Fundamentals for AI Age

Topics

- Revisiting Marketing Mix: Digital Perspective with Case Study
- Decoding the Martech Stack Ecosystem
- Understanding AI - Gen AI and Agentic AI; Assistive, Augmented and Autonomous Marketing
- Website UX Principles + Tools - Designing Landing Pages that Convert

Module 2: AI-Driven Customer Understanding & Journey Mapping

Topics

- Omnichannel customer Journey
- Understanding Customer Data Platforms (CDPs) and CRMs
- From Segmentation to Hyper Personalization; Marketing funnel vs flywheel in AI first organizations
- Personas in digital marketing, Developing, using, and refining personas, The persona and user journeys (Introduction to - HubSpot MakeMyPersona, Xtensio)
- Consumer Journey Mapping - Concept and Frameworks (Exploring - Lucidchart, Venngage, Miro)

Module 3: AI-Powered Content Marketing

Topics

- Content Marketing Ecosystem, Content Marketing Strategy
- GenAI Tools for copywriting (blogs, ads, social media) Keyword Planner, Answerthepublic, UberSuggest, Google Trends, Alsoasked, Explodingtopics(Semrush), Rytr.ai, Copy.ai, Quillbot, Duplichecker)



Module 4: AI-Driven Social Media Marketing & Community Building

Topics

- Social Media Marketing Theory + Engagement Models (Exploring - keyword planner, rytr, Google Gemini, invideo)
- Digital Marketing Metrics that matter: Setup Meta (Facebook & Instagram Ads) Awareness (Campaign Accounts setup - Meta Ads Manager)

Module 5: AI-Driven Social Media Marketing & Community Building

Topics

- Understanding Audience: Setup a Lead Generation Campaign
- Introduction to Conversion Setup: Campaign Optimization Strategy using real case studies
- Setup an Ecommerce Campaign: Creating Campaign Strategy
- How to write a good ad copy: Ad Copy Framework, Understanding Audience Framework, Write Ad copy using AI tools, Design Images Using Canva & AI Tools

Module 6: Email Marketing

Topics

- Email Marketing Strategy - Mailchimp campaign walk through

Module 7: Martech Tools & Platforms

Topics

- Data and Visualization for Martech and Reviewing the entire enterprise Martech Stack

Module 8: Martech Tools & Platforms

Topics

- Introduction and Basics of SEO, Keyword Research, Concept of Search Intent
- Technical SEO, On-Page SEO, Content Optimization, How to find new topics
- Use of backlinks (Off Page SEO), Important Metrics for SEO (Demonstration of - ScreamingFrog)



Module 9: Advanced Setup for Search Engine Optimization

Topics

- Setup your first Google Search Campaign, Writing Ads using AI
- Advanced Setup: Understanding right bidding, Quality Score, Competition Analysis, Reporting, Campaign Optimization
- Demonstration of - Google Search Console, Google Ads and Custom GPTs

Module 10: Ethics, Bias & Regulation in AI Marketing

Topics

- Explainability, Bias, and Algorithmic Fairness in AI; -Responsible AI guidelines
- Privacy-first marketing: GDPR, CPRA, India DPDP Bill considerations

Module 11: AI-enabled DM Strategy and Planning

Topics

- Digital communication strategy, Branding for digital communications
- Personal Branding in Digital World, Getting ready for a Digital Marketing Role

Module 12: AI for ROI Measurement, MMM, & Attribution

Topics

- Case Studies AI for Marketing Mix Modeling (MMM) & Budget Optimization
- Marketing KPIs and Rol: Causal inference in marketing: measuring true lift; Predictive ROI modeling with AI

CAMPUS IMMERSION AT IIT ROORKEE







- Live Masterclasses
- Networking with Peers & Leaders
- Exclusive Project Presentation & Feedback Sessions
- Campus Experience



Tools You'll Work With

Explore 20+ tools that real marketing teams use — across GenAI, MarTech, and performance systems

GenAI & Content Creation Tools

 ChatGPT OR  Claude OR  Jasper OR  Gemini for content, personas, customer journeys

 Midjourney OR  DALL-E OR  Canva-AI for visual creatives

 synthesia OR  PICTORY OR  lumen5 for AI video and multimedia

 copy.ai OR  Writesonic OR  neuroflash for campaign generation and copy workflows

Marketing & Automation Platforms

 HubSpot OR  WebEngage OR  mailchimp for lifecycle automation and email

 Segment OR  salesforce OR  CleverTap for CDP and behavioral segmentation

 zapier OR  IFTTT OR  make for no-code automation of marketing workflows

Productivity & Collaboration




 Notion OR  miro OR  Whimsical for planning, content mapping, and collaboration

 PromptPerfect OR  FlowGPT for prompt optimization and experimentation



Analytics & Attribution




 Google Analytics OR  Looker Studio OR  hotjar OR  mixpanel for journey tracking and funnel insights

 Power BI OR  + a b l e a u OR  SUPERMETRICS for dashboards and performance modeling

 utm.io OR  branch OR  HubSpot - ATTRIBUTION for tracking conversions and LTV

SEO & Performance Tools

 SEMRUSH OR  ahrefs OR  clearscope OR  SURFER for organic growth and content performance

 Google Ads OR  Meta for Business OR  CAMPAIGN MANAGER for paid marketing

 Optimizely OR  Google Optimize OR  crazyegg for A/B testing and CRO

*All tools may not be covered. The faculty will select the most relevant and trending tools available for the sessions.



Welcome to the — Futureense AI Clinic

Where Marketers Stop Watching AI Demos and Start Building with it

This isn't a sandbox. It's a **Proving Ground**. The **AI Clinic** is your **Lab to Experiment, Deploy, Break Things, and Iterate** — just like the best product and growth teams do.

Live Brand Challenges, Not Class Assignments

Work on real **RFPs** or **Business Problems from Real Companies**. These are active business problems, straight from growth teams — not theory decks.

Explore the GenAI-Driven MarTech Stack

Demonstration of **20+ Tools** — from **ChatGPT, Claude, Jasper, Segment, Canva and BerriAI**.

From Whiteboard to Live Campaigns

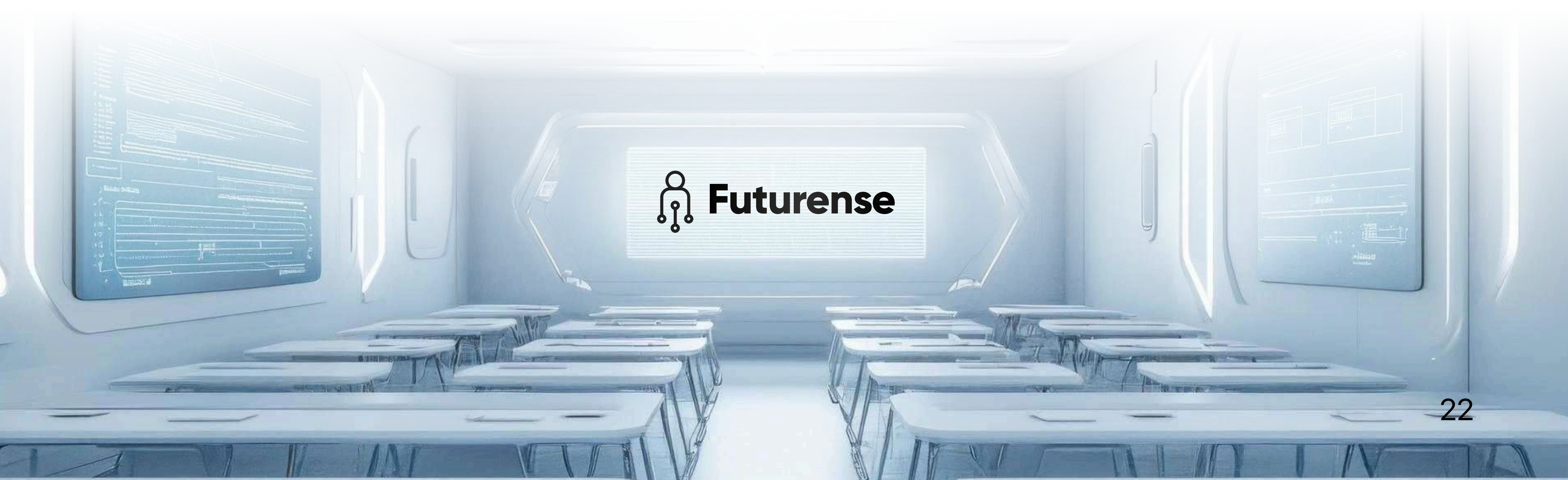
Move from idea to live build. Each week, you'll ship working prototypes — not just concepts — using real data and real tools.

Feedback from the Frontlines

Your work is reviewed by leaders from brands like **Google, AmEx, Lenskart**, and others via the **Futureense Leadership Council (FLC)**.

Capstone That Proves You're Ready

Graduate with a complete, AI-powered marketing campaign — built, shipped, and hosted in your portfolio.





Program Coordinator & Key Mentor

PROGRAM DIRECTOR



Prof. Kalpak Kulkarni (Ph.D., IIT Bombay)

Assistant Professor, Department of Management Studies, IIT Roorkee

Prof. Kalpak Kulkarni is an Assistant Professor of Marketing at the Department of Management Studies, IIT Roorkee. He specializes in social media marketing, content marketing, and digital communication strategy, with a keen focus on how AI and consumer psychology shape digital engagement. His research spans viral advertising, moment marketing, and digital content strategy that has been published in leading international journals, and he brings a strong blend of academic rigor and industry relevance. Prof. Kulkarni's teaching and consulting work emphasize practical, data-driven approaches to digital strategy, making him a sought-after expert in the evolving digital marketing landscape.

IIT ROORKEE MENTORS



Prof. Sourabh Arora (Ph.D., IIT Kharagpur)

Assistant Professor, Department of Management Studies, IIT Roorkee

Prof. Sourabh Arora is an Assistant Professor at the Department of Management Studies, IIT Roorkee. His expertise lies in product management and digital business models, with a strong focus on consumer behaviour in omnichannel environments. His research has been published in leading marketing journals, and he actively teaches courses on retail marketing and digital commerce. He is also well-versed in email marketing, leveraging it as a key tool in digital customer engagement and retention.



The Mentors Behind the Momentum

Your Hands-on Guides throughout the Program

These are the practitioners who will teach, review, and co-build with you during the course. From growth marketing to prompt workflows to campaign execution — they'll be with you live across classes, workshops, and the AI Clinic.

Each mentor brings sharp domain insight and tactical expertise — so what you learn is deeply applied, not just academic.



NITESH KUCHHAL

Founder & CEO

 PURPLE BRICK

Ex-Flipkart | IIM Calcutta Alum

Specialist in Marketing Automation, SEO, Growth Funnels

With hands-on experience across nearly every vertical in digital marketing — from content and automation to SEO and analytics — Nitesh helps learners apply AI tools in campaigns that actually convert.



SAURABH AGARWAL

CEO



Former SVP, Lenskart & AmEx

Top 100 AI Leader | Expert in MarTech, Data, and Performance Strategy

Saurabh has led large-scale AI transformations across industries, driving ROI through intelligent automation and full-funnel strategy. He's also a visiting faculty at ISB and an advisor to multiple tech startups.



What You'll Learn - And What You'll Build With It

Learning Area	Outcome
Foundations of AI-Native Marketing	✔ Understand how GenAI and agentic tools reshape media planning, journeys, and messaging
Prompt Engineering & AI Tools	✔ Drive real outputs using tools like ChatGPT, Claude, Jasper, and Gemini
Journey Mapping & Personalization	✔ Build trigger-based campaigns using no-code logic and ML segmentation
MarTech Stack Integration	✔ Wire together CRM, CDP, CMS, and automation tools into one marketing engine
AI-Powered SEO & Content Creation	✔ Scale multi-channel content with search-optimized AI workflows
Marketing Analytics & ROI Modeling	✔ Build dashboards, attribute performance, and model funnel outcomes
Ethics & Governance in AI Marketing	✔ Apply AI responsibly — with clarity on privacy, transparency, and bias
Capstone: Real-World Campaign Build	✔ Launch a complete AI-native campaign — from insight to activation to reporting





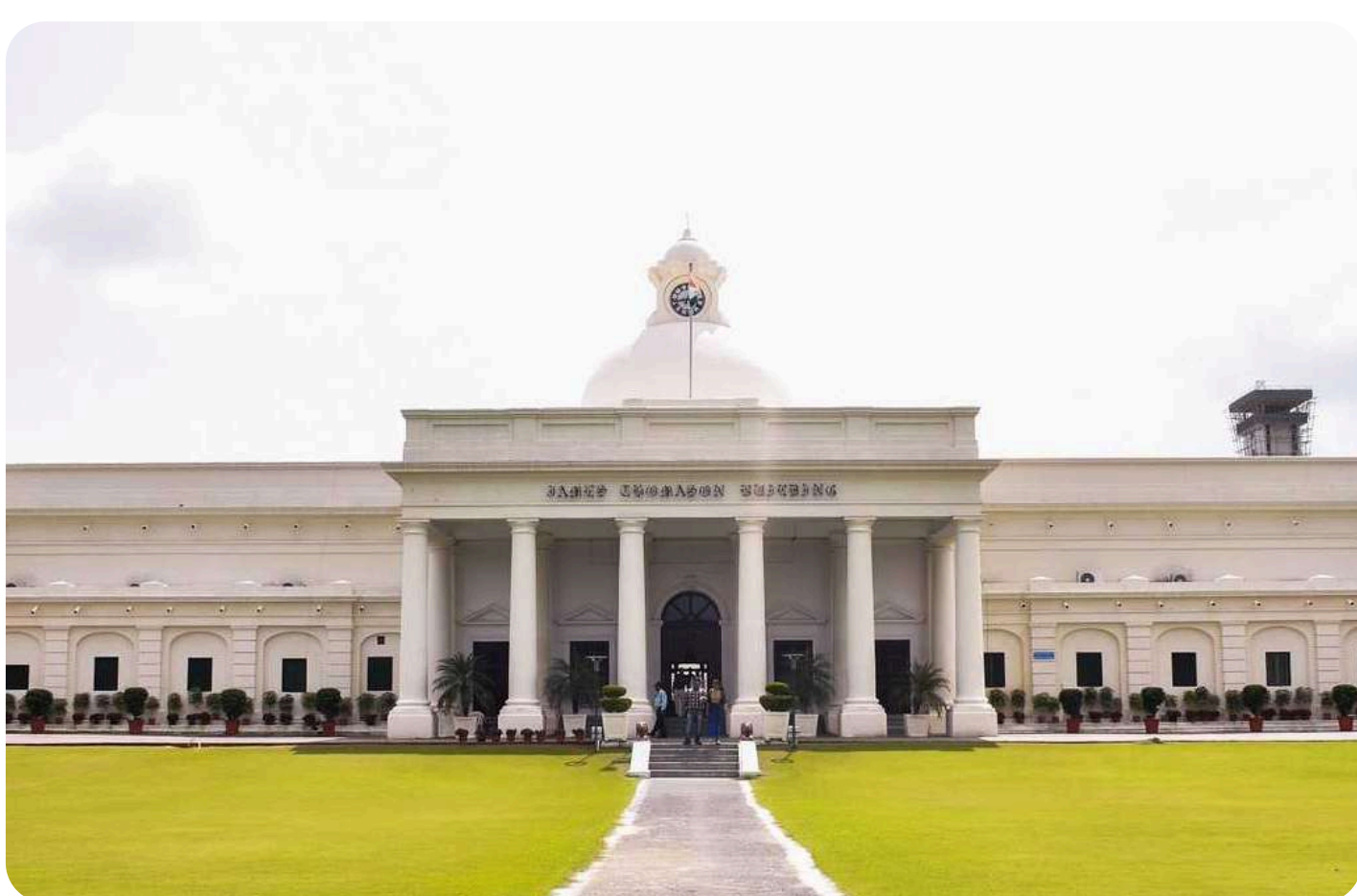
IIT Roorkee — **Campus Immersion**

Spend 2 high-impact days at the IIT Roorkee campus — designed for deeper learning, sharper networking, and first-hand exposure to innovation culture.

◆ **What You'll Experience:**

- **Live Masterclasses:** Led by IIT faculty and senior industry mentors — explore advanced frameworks and future trends
- **Networking with Peers & Leaders:** Connect with fellow learners, instructors, and FutureSense's extended mentor network
- **Exclusive Project Presentation & Feedback Sessions:** Engage in AI tool walkthroughs, get project feedback, and workshop your capstone in real-time
- **Campus Experience:** Explore the legacy and ecosystem of one of India's oldest and most respected institutions

Note: Optional — at additional cost: ₹10,000 + GST



*Source of the photographs: IIT Roorkee website, DoMS IIT Roorkee Facebook and Instagram



Career Opportunities & Potential Recruiters

From digital marketers and automation experts to AI content strategists and MarTech architects - this program prepares you for a wide spectrum of high-growth roles across the AI-powered marketing landscape.

◆ AI & Marketing Technology Roles

FUNCTION	BEFORE ROLE	BEFORE SALARY	AFTER ROLE	AFTER SALARY	POTENTIAL RECRUITERS
AI Marketing	AI Marketing Specialist	₹ 9,00,000	AI Marketing Manager	₹ 18,00,000 (IBM median)	IBM, Accenture, TCS
Marketing Technology	Digital Marketing Analyst	₹ 5,00,000	MarTech/ Marketing Ops Manager	₹ 20,00,000 (benchmark)	Adobe, Salesforce, HubSpot
Digital Marketing Tech	Digital Marketing Executive	₹ 3,60,000	Digital Marketing Executive	₹ 16,00,000 (mid-senior)	Google, Meta, Wipro Digital

◆ MarTech Automation & CRM-Focused Roles

FUNCTION	BEFORE ROLE	BEFORE SALARY	AFTER ROLE	AFTER SALARY	POTENTIAL RECRUITERS
Marketing Automation	Automation Specialist	₹ 9,00,000	Automation Manager	₹ 16,00,000 (benchmark)	Marketo, Oracle, Zoho
CRM Marketing	Email Marketing Executive	₹ 6,50,000	Lifecycle Marketing Manager	₹ 17,00,000 (senior)	Salesforce, Freshworks, Microsoft CRM
CDP Integration	Marketing Tech Analyst	₹ 5,00,000	CDP Architect	₹ 18,00,000 (specialist)	Segment, Tealium, Adobe Experience

Note: There is no job guarantee after completing this course, However, career support will be provided by the Futureense. IIT Roorkee will not be responsible for the career support.



◆ Analytics, SEO & Optimization Roles

FUNCTION	BEFORE ROLE	BEFORE SALARY	AFTER ROLE	AFTER SALARY	POTENTIAL RECRUITERS
Marketing Analytics	Marketing Analyst	₹ 13,43,000	Analytics Manager	₹ 18,00,000	Nielsen, Kantar, Mu Sigma
SEO & Optimization	SEO Specialist	₹ 4,00,000	SEO & Growth Optimization Manager	₹ 15,00,000	SEMrush, Moz, BrightEdge
Conversion Optimization	Digital Marketing Analyst	₹ 5,00,000	CRO Lead	₹ 16,00,000	Optimizely, VWO, Adobe Target

◆ Creative & AI-Hybrid Roles

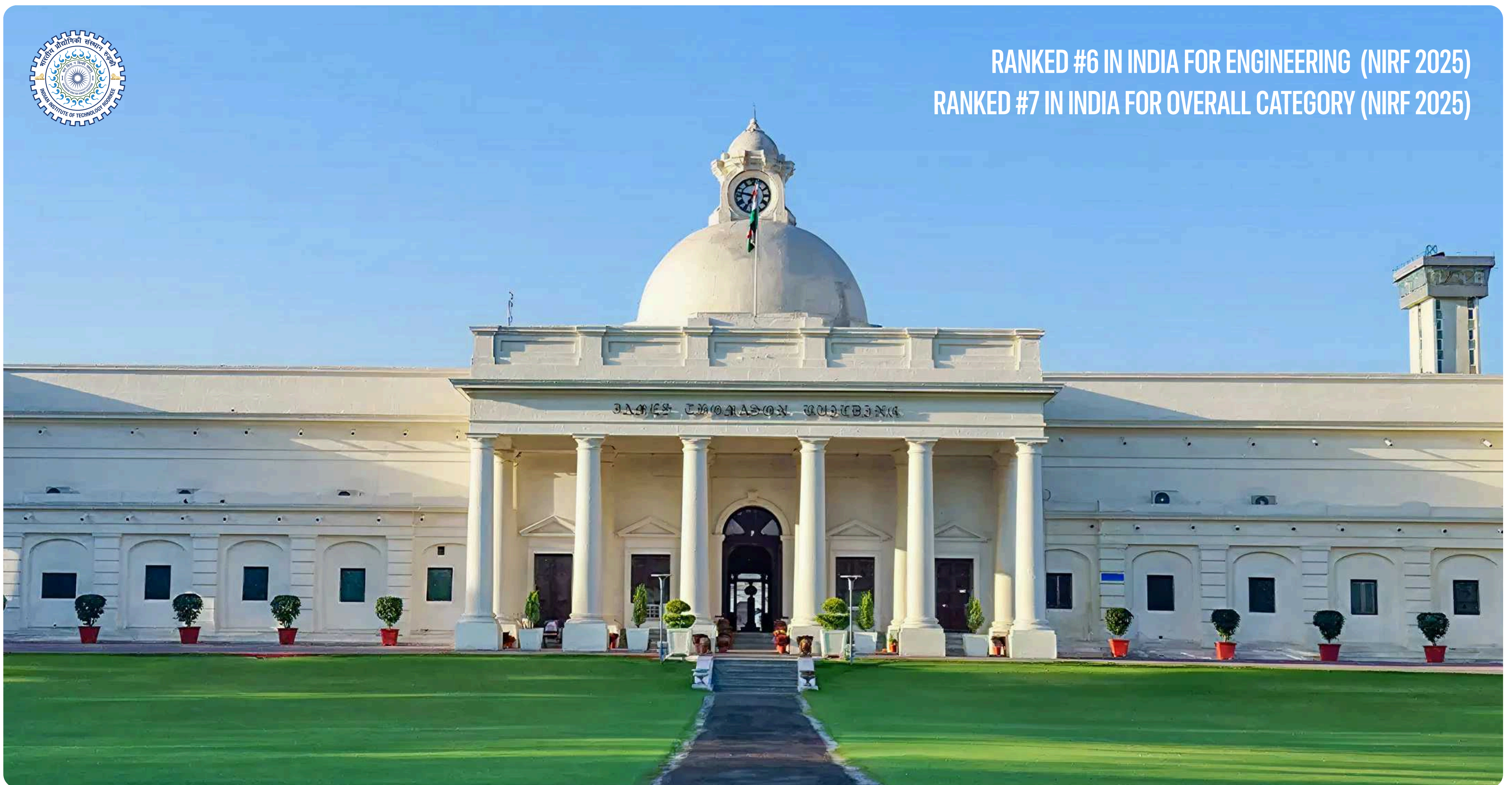
FUNCTION	BEFORE ROLE	BEFORE SALARY	AFTER ROLE	AFTER SALARY	POTENTIAL RECRUITERS
AI Content Creation	Content Strategist	₹ 7,05,000	AI Content Strategist	₹ 17,00,000	Jasper, Copy.ai, Writesonic
Visual & Design AI	Graphic Designer	₹ 4,50,000	AI-Powered Creative Lead	₹ 16,00,000	Canva, Adobe, Midjourney
Multimedia Scripting	Video Scriptwrite	₹ 5,00,000	Generative Media & Video	₹ 18,00,000	Synthesia, Pictory, Lumen5

Note: There is no job guarantee after completing this course, However, career support will be provided by the Futureense. IIT Roorkee will not be responsible for the career support.

*Salary benchmarks based on Glassdoor, Jooble, LinkedIn, Kraftshala, Simplilearn, and industry hiring reports.



About — IIT Roorkee



The Indian Institute of Technology Roorkee (IIT Roorkee) was established in **1847**, making it one of the oldest technical institutions in India. Originally known as **Thomason College of Civil Engineering**, it became an **IIT in 2001**. IIT Roorkee is renowned for its well-known technological education, research, and innovation, contributing significantly to the advancement of engineering and technology in India and globally.

Spread across a sprawling **365-acre Campus**, IIT Roorkee is equipped with advanced facilities for both academic and research activities. The institute offers a **Multidisciplinary Approach to Education**, with academic programs organized through various departments and cutting-edge research conducted through **Specialized Centers of Excellence**. IIT Roorkee has consistently been at the forefront of technological development and has played a vital role in addressing societal challenges through research and innovation.

IIT Roorkee has been proactively offering **Executive Education Programs Aimed at Working Professionals**. These programs are designed to cater to the dynamic demands of the industry, providing participants with the skills and knowledge required to succeed in their careers. Leveraging its strong academic expertise and collaborations with **Industry Leaders**, IIT Roorkee offers a wide array of **High-quality Programs**, combining theoretical knowledge with practical insights.

The institute maintains robust industry linkages to design customized training and development programs, addressing specific organizational needs. IIT Roorkee boasts modern infrastructure, including **Advanced Classrooms, Well-equipped Laboratories, a Vast Library Collection, and Digital Learning Platforms**, ensuring an immersive and engaging learning experience for all its participants.



About —

Futureense Technologies

Futureense is India's fastest-growing AI-skilling Company, dedicated to accelerating India's role in global AI development.

With projections from the EY's "India@100" report, indicating that 24.3% of the Incremental Global Workforce over the next decade will be Indians by 2030, we are committed to positioning India at the forefront of AI evolution.



Our mission is to scientifically map AI talent demand and create scalable, industry-aligned upskilling models that equip Indian professionals with cutting-edge capabilities. By integrating real-world applications with academic excellence, we are building tomorrow's leaders across every possible funnel, shaping the talent that will define tomorrow.

3M+ Learner Community | **70+** University Collaborations | **10+** IIT/IIM Partnerships

25K+ Careers Transformed | **100+** Mentors & Experts | **400+** Futureense Team Strength

540+ Trusted Hiring Partners



and many more...



Let's Get in Touch!

CEC, IIT Roorkee

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