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[Education](#) | Edited by [Shihabudeen Kunju S](#) | Updated: Sep 30, 2017 8:37 pm IST | Source: NDTV

IIM Rohtak, Nulearn To Launch Certificate Programme In Digital Marketing And Marketing Analytics

New Delhi: Nulearn, a fast emerging Ed-tech company, after the stupendous success of its first endeavor in the domain of Data Analytics and Project Management, has entered into a new collaboration with the Indian Institute of Management (IIM) Rohtak, to refurbish the skills and knowledge of professionals across the vast arena of marketing. It aims to benefit the participants by offering a "Certificate Programme in Digital Marketing and Marketing Analytics" from IIM Rohtak. The course content and structure is designed entirely by IIM faculty to offer the learners a personalized and convenient experience that meets their needs, specifically their business needs and suits the present market scenario where they operate.

This blended learning course of 3 months duration commencing in November 2017, would be delivered by distinguished faculty from IIM Rohtak, other IIMs, IITs and industry experts.

The course is a boon for the working executives with an insight and interest in Digital Marketing and Marketing Analytics who wish to pursue and enhance their career in the domain of marketing, said a statement from IIM Rohtak.

The learners will also have the opportunity to present their projects to the IIM faculty in a face to face interaction session.

Seamless technology that can transmit lecture videos effectively at home broadband connection, replete with live lectures that provide a "real" campus experience on a digital environment, Nulearn will launch the program on a user friendly and easy to navigate Plug and Play technology interface.

"The business world is undergoing rapid transition, and marketing is trying to keep pace with it. Modern consumers want a tailored, personalized and expedient experience and not a generalized treatment grouped in terms of general web traffic. Information is becoming an obligation for all marketers." said Chief Executive Officer of Nulearn, Sumit Kumar.

"We will soon launch another batch of Data Analytics and Project Management certifications, immediately after the conclusion of the first batch which is beginning on 20th August, 2017", added Ajay Singh, Chief Operating Officer, Nulearn.