



ASM

Education • Research • Consultancy

Institute of International
Business and Research

IIBR

PGDM in AI-Driven Digital Marketing

PGDM-AIDM · 2026-2028 Cohort

The AI-First Digital Marketing
Program for the Next Decade

FIRST & ONLY IN INDIA

India's First GEO
(Generative Engine
Optimization) Certification

From Day One: Paid Internship
with 800+ Hours of Real-World
Learning.

Learn from Domain Experts
from Google, Microsoft, Meta,
Salesforce & HubSpot

24/7 AI & Automation
Lab + Enterprise Private
Cloud + Personal Laptop

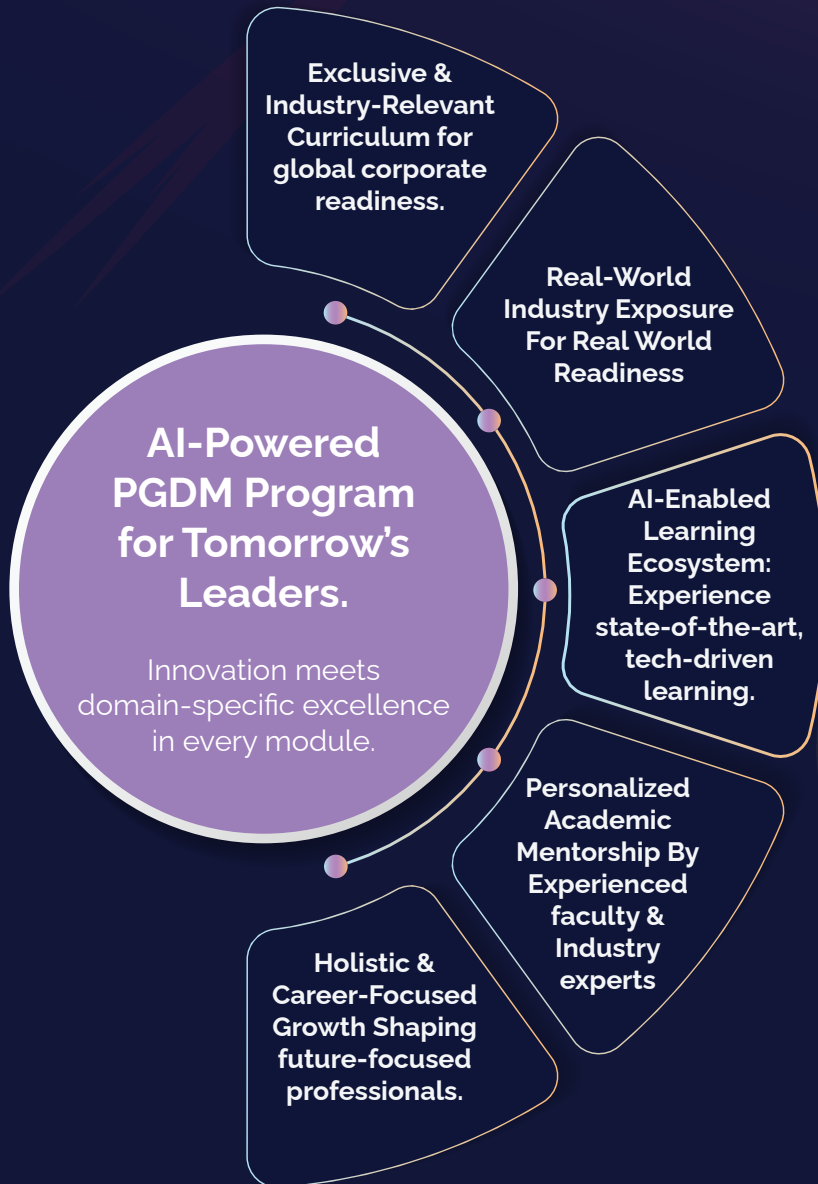
Global Faculty for Automation
Mastery

20+ Industry Certifications
Worth ₹5.7 Lakhs





Xcelerate Your Future: AI-Powered Learning. Real-World Edge.



Accelerate your career aspirations at ASM IIBR!

ASM Group of Institutes Highlights

42+
Years of
Rich Legacy

Ranked in Top
50
Private B-Schools
IIRF Rankings 2025

Our Alumni in
60+
Countries

12+
Reputed
Institutes under
ASM Group of
Institutes

**KG to
Ph.D.**
Holistic Education

250+
Recruiters from
Top Companies

75,000+
Global Alumni
Network

About ASM Group of Institutes

Established in 1983, ASM Group is one of Pune's most respected education groups, with 42+ years of academic excellence across management, IT, and professional education. With multiple autonomous institutes, 75,000+ alumni in leadership positions across India and abroad, and a consistent track record of industry-aligned education, ASM has always been at the forefront of preparing students for the careers of tomorrow not yesterday.

Reflecting its commitment to future-ready learning, ASM also organizes ASM's AI Fest, a large-scale Artificial Intelligence initiative that has created history with a world-record achievement. ASM IIBR (Institute of International Business and Research) is the group's flagship management institution, known for its industry-connected pedagogy, experienced faculty, and strong placement ecosystem.

The ASM IIBR Advantage

**Autonomous
institute
status**

**Strong
Industry &
Alumni Network**

**Pune's
Management
Education
Backbone**

**Placement
First Pedagogy**

**Now
Powered by
AI-native
Curriculum**

❖ What Is This Program?

The PGDM-AIDM is a 2-year, full-time AICTE approved postgraduate management program built entirely around what marketing leaders will need to do by 2028 — combining digital marketing strategy with AI systems, automation, performance marketing, and e-commerce in a single, integrated curriculum.

This is not a traditional PGDM with a digital marketing elective. AI is the operating system of this entire program — woven into every semester, every project, and every internship.



Are We Different?



TRADITIONAL DM PROGRAM	Vs	PGDM-AIDM
❌ None or basic module	AI Training	✅ AI-native across all 4 Semesters
❌ None	GEO Training	✅ India's first GEO certification
❌ Rarely covered	E-commerce & Marketplace	✅ Amazon, Flipkart, ONDC, Shopify
❌ Not covered	Programmatic & Retail Media	✅ DSP/SSP, DV360, Retail Media Networks
❌ Limited or zero	Live Campaign Budget	✅ Upto ₹50,000+ real budgets
❌ 3-5	Certifications	✅ 20+ (worth ₹5.7 Lakhs individually)
❌ Optional / post-program	Internship	✅ Day-One · 800+ paid hours

20+ Certifications Embedded Across All 4 Semesters:



PGDM in AI-Driven Digital Marketing (PGDM-AIDM) (Industry-Integrated Model) - Total Credit- 102

Semester- I

(Total Credit- 26)

Course Title	Course Code	Credits	Course Type
Management & Organizational Behaviour for Digital Businesses	AIDM101	03	Core
Marketing Strategy, Consumer Behaviour & Brand Systems	AIDM102	03	Core
Business Economics & Financial Fundamentals	AIDM103	03	Core
Digital Marketing Ecosystem & Platform Economics	AIDM104	03	Core
Data Literacy & Marketing Analytics	AIDM105	03	Core
AI Productivity & Automation Tools Lab	AIDM106	02	Lab / Certification
Live Campaign Simulation Studio	AIDM107	02	Lab
Soft Skill- I	AIDM108	01	Soft Skills
Indian Knowledge Systems (IKS)	AIDM109	01	Multi-disciplinary
Internship Studio I – Project Based Industry Immersion	AIDM1010	05	Internship

Semester- II

(Total Credit- 25)

Course Title	Course Code	Credits	Course Type
Search Marketing & GEO (SEO + AI Search Optimization)	AIDM201	03	Co Certification
Content Marketing, Social Media & Influencer Ecosystems	AIDM202	03	Co
Performance Marketing & Digital Commerce Architecture	AIDM203	03	Co
Website UX, CRO & Funnel Engineering	AIDM204	03	Co Certification
Marketing Automation & CRM Systems (HubSpot / n8n / Make)	AIDM205	03	Co Certification
Martech Automation Lab	AIDM206	02	La Certification
CSR Project	AIDM207	01	Mu discipl
Soft Skill- II	AIDM208	01	Soft S
Internship Studio II – Industry Internship	AIDM209	06	Inter

Semester- III

(Choose Any one combination of Track - Total Credit- 25)

Course Title	Course Code	Credits	Course Type
Track- I Specialisation Track- II Specialisation	AIDM301	04	Core + Certification
Track- III Specialisation Track- IV Specialisation	AIDM302	04	Core + Certification
Track- V Specialisation Track- VI Specialisation	AIDM303	04	Core + Certification
Project based on Tracks selected	AIDM304	08	Project
Automation Workflow Development Lab	AIDM305	02	Lab
Soft Skills -III	AIDM306	01	Soft Skills
Internship Studio III – Advanced Industry Internship	AIDM307	10	Internship


Semester- IV

(Choose Any one Track - Total Credit- 26)

Course Title	Course Code	Credits	Course Type
Track- I Specialisation	AIDM401	02	Co
Track- II Specialisation	AIDM402	02	Co
Track- III Specialisation	AIDM403	02	Co
MOOC Course I	AIDM404	02	MC
MOOC Course II	AIDM405	02	MC
Capstone Project	AIDM406	10	Mo Proj
Internship Studio IV – Pre-Placement Internship	AIDM407	10	Inter


*Note: The course curriculum may be revised based on industry requirements and AICTE guidelines

Our Graduates: Future-Ready Roles



Role

- ✓ AI Marketing Strategist
- ✓ Performance Marketing Manager
- ✓ E-commerce Growth Manager
- ✓ Marketing Automation Specialist
- ✓ Programmatic Advertising Manager
- ✓ Growth Marketing Analyst
- ✓ Marketing Data Strategist
- ✓ Digital Marketing Consultant
- ✓ Retail Media Specialist
- ✓ Content Automation Manager



Key Skills Used

- ✓ GEO, LLMs, Predictive Analytics
- ✓ Paid Media, Attribution, LTV Modelling
- ✓ Amazon Ads, CRO, Marketplace Analytics
- ✓ n8n, Make, HubSpot, Salesforce
- ✓ DSP/SSP, DV360, Retail Media
- ✓ Funnel Analytics, A/B Testing, SQL
- ✓ CDP, First-Party Data, MMM
- ✓ Full-Stack: Strategy + Execution + AI
- ✓ Amazon Ads, Flipkart Ads, ONDC
- ✓ AI Content, SEO, Automation Workflows

Target Industries

E-commerce	D2C
BFSI & Fintech	SaaS & B2B Tech
Digital Agencies	AdTech
Edtech	FMCG
Consulting	

Salary Range at Internship

Upto 10k*

Salary Range at Graduation

5.5+ LPA*

*Monthly compensation may vary based on student capabilities and policies of the recruiting organization.

India's First Recruiter-Integrated PGDM Admission Model



Turning Learning Into Real-World Experience

A common challenge faced by many graduates today is the gap between academic learning and industry expectations. While students complete their degrees with strong theoretical knowledge, employers increasingly prefer candidates who already have practical experience. This often makes it difficult for fresh graduates to confidently begin their careers.

To bridge this gap, the PGDM in AI-Driven Digital Marketing is delivered in collaboration with NextgenInnov8 Global Solutions Pvt. Ltd. (NGI), a forward-looking technology and digital transformation company known for developing AI-powered marketing systems and automation-driven growth solutions. As the program's Industry Knowledge and Internship Partner, NGI ensures that students gain exposure to real business environments and live marketing ecosystems during their academic journey.

A unique highlight of this collaboration is that students work on real digital marketing campaigns with actual advertising budgets, allowing them to understand how modern marketing decisions are executed in real markets. Beginning from the second semester onwards, students participate in structured internships under industry mentors and contribute to live projects while receiving performance-linked stipends. This Earn While You Learn model helps students build practical expertise, confidence, and professional readiness—ensuring they graduate not just with knowledge, but with meaningful industry experience.

APPLY AND SECURE ADMISSION

Eligibility Details

- ✓ Bachelor degree in any discipline with a minimum of 50% marks (for General category) and a minimum of 45% marks (for Reserved Category) having Indian nationality.
- ✓ Candidates appearing for final year bachelor degree examinations can also apply provided they complete all degree requirements by August 31, 2026.
- ✓ Students must qualify any one of the six All India tests, i.e.; CAT, XAT, CMAT, ATMA, MAT, GMAT or the common entrance examinations (if any) conducted by the Maharashtra State Government (MH-CET).
- ✓ Bachelor's Degree in any discipline from a recognized university.

Bank Details

Name of the Account: **INSTITUTE OF INTERNATIONAL BUSINESS AND RESEARCH**
Name of the Bank: **AU SMALL FINANCE BANK**
Name of the Branch: **WAKAD, PUNE 411 057**

Account Number: **2502263065260152**
IFSC: **AUBL0002630**
MICR: **411765011**
UPI ID: **merchantaumb100023315@aubank**



Scan & Pay

FEES STRUCTURE BATCH 2026-2028

Particulars	Instalment - I at the time of Admission	Instalment - II Day of Commencement	Instalment - III November 30, 2026	Instalment - IV January 31, 2027	Instalment - V April 30, 2027	Total
Tuition Fees	50,000.00	2,00,000.00	1,00,000.00	1,50,000.00	50,000.00	5,50,000.00
Refundable Caution Deposit		25,000.00				25,000.00
	50,000.00	2,25,000.00	1,50,000.00	1,50,000.00	90,000.00	5,75,000.00

★ RULES FOR CANCELLATION OF ADMISSION:

Cancellation of admission will be as per AICTE norms and guidelines received from AICTE time to time.

★ PAYMENT OF FEES

The fees will be paid only by Demand Draft, NEFT, RTGS and Online Transfers in the Bank Account as per the details provided by the authorities.

★ RESERVATION OF RIGHTS

The management of Institute of International Business and Research (IIBR) reserves the right to change policies, systems and procedures, faculty mix, regulations affecting students or any other suitable modifications, should these be deemed necessary in the interest of the programme and the institute.



Apply Now — 2026–2028 Cohort

Seats are limited by design.

The students who join this cohort will graduate as a rare class — with skills most professionals will spend years trying to acquire.

E: admission.iibr@asmedu.org

M: 83082 70960 / 78210 61421



SCAN TO KNOW MORE

S. NO. 29/1+2A, CTS NO. 4695, OLD MUMBAI PUNE HIGHWAY, PIMPRI, PUNE 411 018, MAHARASHTRA, INDIA NEAREST TO PCMC METRO STATION