

PGCM- Digital Marketing & Strategy Feedback of Students

Vaibhav Pandey
Regional Sales
Development Manager Carlsberg India Private Limited
AIMA Registration Number: P221820001



It has been a great learning experience. The faculties were experienced and expert in their domains. The time given to all the subjects was ample to build understanding. Overall the learning through the course was tremendous and the objective of joining the course was fulfilled. Would like to thank Dr Anuja and Miss Ekta for their help and support throughout the learning journey.

I took up this course from a knowledge standpoint and from a future perspective. I am very confident that the knowledge and skills gained from the course would be very vital in shaping up my career in sales and marketing in future.

Website and social media pages developed by the student during the programme: www.jolaa.in;
<https://www.instagram.com/jolaa.in/?hl=en>;
<https://www.facebook.com/Jolaa.in/>;
https://twitter.com/jolaa_in?lang=en

Subhojit Ghosh
Branch Manager
Prism Johnson Limited
AIMA Registration Number: P211910004



The entire program of "PGCM" was helpful in introducing the overall concept of digital marketing to a person like me who did not have any prior exposure. Through further enhancement of self-knowledge and continuous practicing through any professional platform I would be able to grow further. I am looking for further involvement of AIMA authority to help us and extend us with some good professional leads / platforms through which we could further sharpen our knowledge so that I could evolve as an expert in this field.

For the last one year I had been under the guidance of very matured, experienced and sincere team of experts from whom I have learned a lot and have become able to visualize the digital marketing world .

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Gambhir Bhagat
Founder and CEO
Lincoln Academy
AIMA Registration Number: P211910004



Greatly enjoyed this course! This Specialization explores several strategies for the new digital space, including topics such as digital marketing analytics, search engine optimization & marketing, social media marketing, mobile marketing, e-commerce, email and content marketing, media planning, and automation. The best faculties and industry leaders delivered the course, which was engaging throughout the year. Once you complete the courses, you will have the opportunity to apply the skills on a real-life capstone project or OJT. Most importantly, AIMA needs no introduction and certifications from such a reputed organization worth a lot. I am glad I took this course, and I highly recommend this course to entrepreneurs, marketing executives, and all those looking to make a career in marketing.

Website developed by the student after the programme:
<https://askgambhirbhagat.com/>

Divjot Singh Sarna
Marketing Consultant
Suresales Automation Private Limited
AIMA Registration Number: P211920001



My overall experience at AIMA was great! The curriculum covers majority of main subjects essential to become a digital marketer. Almost the whole faculty was amazing.

This programme gave me huge weightage when I applied for Master's abroad. As a result, I got offers from around 20 world renowned and highly ranked Universities. Most importantly, I was offered place in a course regarded the best in whole Europe for Marketing. I am the only Asian selected this year and overall the 3rd Indian ever.