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JAGRAN INSTITUTE OF MANAGEMENT AND MASS COMMUNICATION, KANPUR



JAGRAN INSTITUTE OF MANAGEMENT



CHANDRA SHEKHAR AZAD UNIVERSITY OF AGRICULTURE AND TECHNOLOGY, KANPUR

Jointly Offers a Certificate Course

Digital Marketing with AI & International Agri - Trade

4th March to 15th April, 2025 | Duration: 6 Weeks (45 Days)



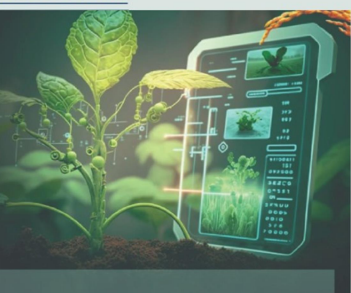
CSAUAT

JIMMC

www.csauk.ac.in | www.jimmckanpur.ac.in | www.jagran.ac.in

Course Overview

AI Shaping The
Future Of Farming & Agriculture



The Certificate Course in Digital Marketing with AI & International Agri-Trade, offered by Jagran Institute of Management and Mass Communication (JIMMC) and Chandra Shekhar Azad University of Agriculture and Technology (CSA), is a 6-week program tailored for individuals interested in the intersection of digital marketing and global agricultural trade. The course covers essential topics like SEO, social media marketing, Google Ads, and AI applications in marketing and supply chains, alongside modules on international agri-trade, export logistics, and CRM tools. It also emphasizes personality development, communication, and leadership skills to prepare participants for global markets.

Modules Overview

Weeks 1-3: Digital Marketing Modules

1. Introduction to Digital Marketing
2. Website Planning & Analysis
3. Search Engine Optimization (SEO)
4. Social Media Marketing (SMM)
5. Finding Target Market and Segmentation
6. Google Ads and Video Advertising
7. Google Web Analytics



Weeks 4-5: International Agriculture Trade Modules

8. International Agri Trade – Institutional Framework
9. Agriculture International Marketing and Logistics
10. Integration of CRM in Agriculture Marketing
11. Podcasting and Networking in Agri-Business

Ways to Use AI in Marketing

Ad Optimization	Sentiment Analysis
Scaled A/B Testing	Campaign Translation
Intelligent Chatbots	Content Inspiration

Week 6: Personality Development, AI, and Interview Preparation

12. Communication Skills and Personality Development
13. Interview Preparation and Resume Building
14. Leadership and Teamwork Skills
15. AI Applications in Digital Marketing & Agri-Trade
 - AI in Digital Marketing
 - AI in Supply Chains
 - AI for Market Analysis and Trade
 - AI in Communication and Development

Learning Outcomes

- Participants will:
- Gain practical digital marketing skills with a focus on agriculture.
 - Understand the international framework for agricultural trade.
 - Learn how to market and export agricultural products globally.
 - Master AI tools and technologies for marketing, trade, and personal development.
 - Enhance their personality, communication, and leadership skills for global market.

Fees Structure
 Rs.2000/- Students of Jagran Education Foundation & CSA University of Agriculture and Technology Kanpur
 Rs.2500/- Other students and Research Professionals
 Rs.3000/- Academicians / Industrial Professionals
 To know more:
 Visit our website www.jimmckanpur.ac.in 'or' scan the QR Code

