About IIDE

IIDE is Asia’s most trusted digital marketing training & certification provider which helps learners transform their careers and get future-ready. We cater to all individuals with customized programs to suit their requirements and foster a fun learning culture.

5,00,000+
Learners Community

250+
Expert Trainers

100+
College Partnerships

95%
Placement Rate

Karan Shah
Founder & CEO, IIDE
BATCH HIGHLIGHTS
First two PGPDM Batches

- **46** Students
- **100%** Placement Rate
- **84.6%** Graduated
- **22** Median Age

**Roles hired in**
- SEO 9.5%
- Social Media 9.5%
- Strategy 19%
- Digital Marketing 14.3%
- Media Planning 28.6%
- Media Buying 19%

**AVERAGE PACKAGE** 5.5 lpa
**HIGHEST PACKAGE** 7.5 lpa
Course Structure

Term 01
- Introduction to Digital Marketing
- Website Creation
- Search Marketing

Choose a Specialization

Creative Marketing
- Our Students learn how to plan content for new-age forms of marketing (Reels, Shorts & Podcasts.)
- Expertise in art of scripting and video content creation
- Students are mentored by industry experts
- Students gain hands-on experience through a 2-month internship
- Capstone Project: Students Execute All the knowledge acquired throughout the course

Performance Marketing
- Our Students learn how Programmatic buying has changed the way media buying is done
- Student gain hands-on exposure to Digital Media Buying & optimization techniques
- Students are mentored by industry experts
- Students gain hands-on experience through 2-month mandatory internship with Google NMI
- Capstone Project: Students Execute All the knowledge acquired throughout the course

To ensure our students are industry ready we focus on
1. Managerial skills
2. Soft skills

throughout the course.
Why Hire from IIDE?

- End to End Placements Support
- Get instant access to 100+ candidate profiles
- Trained by best in the industry
- 200+ fresh talents graduating every month
- Industry ready Candidates
- Hire fresh + Experienced Candidates at one place
- One stop for all Digital Marketing Hiring requirements
- Hire global talent at zero cost
Presenting the winners of GOMAC 2021 Asia & Pacific / Middle East Africa region-wise

Participating in International Competitions such as GOMAC!

Winners at GOMAC’21
- Rank #2 in the Asia Pacific
- Rank #2 out of 10 Indian Teams
- Rank #5 Globally
Trained By Industry Experts
& what they have to say about our students

Akshay Gurnani
CEO
Schbang

Karan Shah
CEO & Founder,
IIDE

Meherzad Karanjia
Chief Learning Officer
IIDE

Amyn Ghadiali
Head of Communications
GOZOOP

Nikhil Punjabi
Digital Media Strategist
Googly

Tanmoy Das
Digital Marketing Coach
Udemy

Prachi Shah
Innovation Packaging Designer
L’Oreal

Vishal Rupani
Ex Co-founder & CEO
mCanvas

Chinmay Chandratre
General Manager - Digital
Madison World

Jaideep Doshi
Global Brand Manager

Soham Bhagnari
Sr. Manager – Agency Engagement
Disney+
hotstar

Arvind RP
Marketing & Communications Director
McDonald’s

Shantanu Pusalkar
Head – Video & Content Marketing
Sportskeeda

Kanishka Khandelwal
Senior Manager - Business Strategy
Merkle
"Our hiring experience with IIDE has been really great. We have been working with IIDE since the last 3 years and have hired many candidates, interns as well as full-time employees and yes of course, IIDE’s education has made the hires job-worthy, and easy for the candidates to understand their own expertise and get into the field of digital advertising."

**Brigith Dsouza**  
Assistant Manager - HR

"It is great working with students from IIDE - very prompt, quickly work on the given feedbacks, approachable, always want to try and implement new things for the company."

**Rakhee Aggarwal**  
Senior Manager - HR

"IIDE is a recognized institute and we always get the quality of talent we’re looking for. Most of the candidates that come to us from their placement pool are well groomed and technically sound. So far the overall hiring process with them has been really smooth. It has been a good experience and we have hired good talents from the institute."

**Swati Udupa**  
HR Specialist

"IIDE has been our constant go-to place to hire the best digital talents. IIDE students are well trained and are fundamentally strong when it comes to digital marketing. They are very well trained to cater to the industry’s needs and requirements."

**Mavia fernandes**  
Lead HR
Contact Us

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