



# CONTINUING EDUCATION & TECHNOLOGY INDIAN INSTITUTE OF TECHNOLOGY KHARAGPUR

## Certificate Program in Digital Marketing & Data Analytics

11<sup>th</sup> May 2025 – 21<sup>st</sup> September 2025 | Weekends Only (60 hours) | Online |

- o Introduction to Digital Marketing
- o Introduction to Data Analytics
- o Application of Data Analytics in Digital Marketing
- o Project

### Sponsor

**K-Tech Digital Infra Pvt. Ltd.**  
AB119, 3rd Floor, Action Area I,  
New Town, Kolkata- 700056

### Application Procedure

- Apply online at <https://erp.iitkgp.ac.in/CEP/courses.htm> by April 30, 2025
- Follow procedure: Click Short Term Course, and then click “How to Apply” and “How to Pay” for instructions
- Limited seats available; apply early (**First-come First-serve**)
- For any query, contact [piya.sen@ktech.live](mailto:piya.sen@ktech.live)

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