

New Delhi Institute of Management

Rated A+ by JAC, DHE and SFRC, Govt. of NCT, Delhi and Academic Audit Council of GGSIPU

One Week Faculty Development Programme (FDP)

In Association with AICTE TRAINING AND LEARNING (ATAL) Academy

Exploring AI, Automation, and Emerging Technologies Shaping Digital Marketing in Modern Era

Date: July 21-26, 2025



Late Shri Jaswant Rai Bansal
Founder Chairman, NDIM

Ex-member UPSC
Ex-Chairman, Punjab Public Service Commission,
Former Chairman, Recruitment Boards – NABARD and STC

Patrons



Dr. Bindu Kumar
Chairperson, NDIM



Mr. Ayush Kumar
MD, NDIM



Prof. (Dr.) Anudeep Arora
Director, NDIM



Prof. (Dr.) Madhu Arora
Co-ordinator, NDIM



Prof. (Dr.) Shubham Agarwal
Co Co-ordinator, NDIM

Technical Support & Social Media



Mr. Kuldeep Jangid
NDIM



Miss. Nainsi
NDIM



New Delhi Institute of Management

Rated A+ by JAC, DHE and SFRC, Govt. of NCT, Delhi and Academic Audit Council of GGSIPU

One Week Faculty Development Programme (FDP)

In Association with AICTE TRAINING AND LEARNING (ATAL) Academy

**Exploring AI, Automation, and Emerging Technologies
Shaping Digital Marketing in Modern Era**

Date: July 21-26, 2025

About NDIM

New Delhi Institute of Management, an A+ B-school affiliated to the prestigious Guru Gobind Singh Indraprastha University, was established in 1992 by Shri J.R. Bansal (ex-member, UPSC), Justice R.S. Sarkaria (retd. Judge, Supreme Court), Dr. M.L. Shahare (ex-Chairman, UPSC), and other equally eminent bureaucrats and top industrialists. NDIM has been rated an A+ institution by the high-powered committees of the State Fee Regulatory Committee, the Guru Gobind Singh Indraprastha University, and the Directorate of Higher Education

About the FDP

As the digital landscape rapidly evolves, AI, automation, and emerging technologies are revolutionizing the way brands engage with consumers. The Faculty Development Program (FDP) on Exploring AI, Automation, and Emerging Technologies Shaping Digital Marketing in 2025 is meticulously designed to equip academicians, researchers, and industry professionals with cutting-edge knowledge and practical expertise in leveraging technological advancements for digital marketing success.



New Delhi Institute of Management

Rated A+ by JAC, DHE and SFRC, Govt. of NCT, Delhi and Academic Audit Council of GGSIPU

One Week Faculty Development Programme (FDP)

In Association with AICTE TRAINING AND LEARNING (ATAL) Academy

In 2025, digital marketing is no longer just about creativity—it is about data-driven insights, machine learning-powered personalization, and AI-driven automation. This FDP aims to provide a comprehensive understanding of the latest innovations, their practical applications, and strategic integration into digital marketing efforts.

Through expert-led sessions, interactive workshops, and real-world case studies, participants will gain actionable insights into AI-driven customer engagement, predictive analytics, automation tools, and data-driven decision-making. The program will empower attendees to embrace technological innovations and drive transformative marketing strategies in the digital era.

Objectives of the FDP

1. Gain a deep understanding of how AI, automation, and emerging technologies are reshaping digital marketing.
2. Explore the role of machine learning in customer behavior prediction and hyper-personalization.
3. Learn to harness automation tools for content creation, campaign management, and marketing analytics.
4. Understand the significance of data analytics and big data in optimizing digital marketing strategies.
5. Develop proficiency in integrating AI-driven chatbots and virtual assistants for customer interactions.
6. Enhance decision-making capabilities through AI-powered insights and predictive analytics.



MoE's
INNOVATION CELL
(GOVERNMENT OF INDIA)



New Delhi Institute of Management

Rated A+ by JAC, DHE and SFRC, Govt. of NCT, Delhi and Academic Audit Council of GGSIPU

One Week Faculty Development Programme (FDP)

In Association with AICTE TRAINING AND LEARNING (ATAL) Academy

Topics Covered

- Introduction to AI and Automation in Digital Marketing
- Machine Learning for Predictive Analytics in Marketing
- Personalization Strategies Using AI and Data Insights
- Leveraging AI Chatbots and Virtual Assistants for Customer Engagement
- Automated Content Creation and AI-Driven Copywriting Tools
- Marketing Automation Platforms: Revolutionizing Campaign Management
- AI in Social Media Marketing: Trends and Influencer Strategies
- Data Analytics and Big Data: The Backbone of Digital Marketing
- Ethical Considerations in AI and Automation-Driven Marketing
- Emerging Technologies and Their Future Impact on Marketing
- AI-Driven CRM and Email Marketing Strategies
- Case Studies on Successful AI Integration in Digital Marketing

About BBA Programme

The BBA (General) programme is an innovative programme in the area of Business. The main objective of this programme is to equip the students with the necessary conceptual, entrepreneurial and analytical skills required for handling business operations. The distinguishing feature of BBA Programme at NDIM is state of art infrastructure, intellectual capital, students results, emphasis on live projects, corporate exposure, placements, library resources, IT labs, Wi-Fi enabled internet access on campus and other facilities facilitating imparting of knowledge and research in the most meaningful ways.

New Delhi Institute of Management

Rated A+ by JAC, DHE and SFRC, Govt. of NCT, Delhi and Academic Audit Council of GGSIPU

One Week Faculty Development Programme (FDP)

In Association with AICTE TRAINING AND LEARNING (ATAL) Academy

Who Can Attend

Faculty members of AICTE approved Institutions, Research Scholars, PG scholars, participants from Government, Industry (Bureaucrats/ Technicians etc.) and staff of host Institutions.

How to Reach NDIM



61, Tughlakabad Institutional Area, Nr. Batra Hospital,
New Delhi-110062 Ph. 011-29962605

Contact:

Prof. (Dr.) Madhu Arora
+91 98717 92630

Prof. (Dr.) Shubham Agarwal
+91 99979 19396

New Delhi Institute of Management

Rated A+ by JAC, DHE and SFRC, Govt. of NCT, Delhi and Academic Audit Council of GGSIPU

One Week Faculty Development Programme (FDP)

In Association with AICTE TRAINING AND LEARNING (ATAL) Academy

Guidelines to Register



<https://drive.google.com/file/d/16FZwILRoag70NI3YkPh9GWicZuy1skHC/view?usp=sharing>

Scan for Registration



<https://atalacademy.aicte.gov.in/login>

How to Reach NDIM



61, Tughlakabad Institutional Area, Nr. Batra Hospital,
New Delhi-110062 Ph. 011-29962605

Contact:

Prof. (Dr.) Madhu Arora
+91 98717 92630

Prof. (Dr.) Shubham Agarwal
+91 99979 19396

New Delhi Institute of Management

Rated A+ by JAC, DHE and SFRC, Govt. of NCT, Delhi and Academic Audit Council of GGSIPU

One Week Faculty Development Programme (FDP)

In Association with AICTE TRAINING AND LEARNING (ATAL) Academy

FDP Schedule

Day 1	Day 2	Day 3	Day 4	Day 5	Day 6
9:00 – 9:30 Inauguration					
9:30 – 12:00 Session 1	9:30 – 12:00 Session 3	9:30 – 12:00 Session 5	9:30 – 12:00 Session 7	9:00 – 1:00 Industrial visit	9:30 – 12:00 Session 10
12:00 – 1:00 Article Discussion		12:00 – 1:00 Article Summary			
1:00 – 2:00 Lunch					
2:00 – 4:30 Session 2	2:00 – 4:30 Session 4	2:00 – 4:30 Session 6	2:00 – 4:30 Session 8	2:00 – 4:30 Session 9	2:00 – 4:00 MCQ & Reflection Journal
4:30 – 5:30 Hands on training /Labs	4:00 – 5:00 Valedictory Session				