



iUniversity
BY IYDA

Executive Certificate in Growth Marketing & E-Commerce

iUniversity by IYDA

Duration	5 Months
Course Hours of Learning	150 Hours
Mode	Online / Offline / Hybrid
Eligibility	10+2 / Graduate / Working Professionals
Level	Beginners to Advanced

Module 1: Growth Marketing Fundamentals

Practical learning through hands-on assignments, projects, and real-world applications.

Module 2: E-Commerce Business Models

Practical learning through hands-on assignments, projects, and real-world applications.

Module 3: Shopify & WooCommerce Setup

Practical learning through hands-on assignments, projects, and real-world applications.

Module 4: Marketplace Management

Practical learning through hands-on assignments, projects, and real-world applications.

Module 5: Customer Acquisition Strategies

Practical learning through hands-on assignments, projects, and real-world applications.

Module 6: Performance Marketing

Practical learning through hands-on assignments, projects, and real-world applications.

Module 7: Email Marketing & Retention

Practical learning through hands-on assignments, projects, and real-world applications.

Module 8: Conversion Rate Optimization (CRO)

Practical learning through hands-on assignments, projects, and real-world applications.

Module 9: Web Analytics

Practical learning through hands-on assignments, projects, and real-world applications.

Module 10: AI Tools for Growth Marketing

Practical learning through hands-on assignments, projects, and real-world applications.

Module 11: Growth Experiments & Scaling

Practical learning through hands-on assignments, projects, and real-world applications.

Module 12: Capstone Project & Case Studies

Practical learning through hands-on assignments, projects, and real-world applications.

Tools & Technologies Covered:

- Shopify
- WooCommerce
- Google Analytics 4
- Google Ads
- Meta Ads Manager
- Google Merchant Center
- ChatGPT
- Canva AI
- Mailchimp
- HubSpot CRM
- SEMrush
- Ahrefs
- Looker Studio
- Klaviyo
- Amazon Seller Central
- Flipkart Seller Hub

Career Opportunities:

- Growth Marketing Executive
- E-Commerce Executive
- E-Commerce Manager
- Growth Marketing Specialist
- Performance Marketing Executive
- Marketplace Manager
- CRM & Retention Specialist
- Shopify Store Manager
- Digital Commerce Analyst
- E-Commerce Consultant