



# ST. TERESA'S COLLEGE (AUTONOMOUS), ERNAKULAM

Affiliated to Mahatma Gandhi University, Kottayam  
Re-Accredited by NAAC with A++ Grade in Fourth Cycle  
NIRF Ranking 60 (2025) | KIRF Ranking 2 (2025) | [www.teresas.ac.in](http://www.teresas.ac.in)

## CUSTOMER INSIGHT MARKETING AND DIGITAL ADVERTISING

*Offered by*

### DEPARTMENT OF MANAGEMENT STUDIES

- Focuses to give a foundation on the strategies used by marketers to uncover deep customer insights.
- Is designed to prepare students with the basics of digital advertising with a generic idea on customer insights.
- Will be an experiential learning on Digital marketing campaigns or case study on visual story telling from campaign creation till execution of a project that will help students understand application of theory to practice.

Joint Certification course By  
St. Teresa's College (Autonomous) Ernakulam and  
ASAP- Govt. of Kerala

#### OUTCOME

Beginners course with an ability to bridge the gap between customer expectations and business offerings by focusing on data-driven understanding.

DURATION

**30** Hrs