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DIGITAL MARKETING IN THE AI ERA - PART 1

with a consolidated score of **99%**

Online Assignments	25/25	Proctored Exam	73.5/75

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Prof. Andrew Thangaraj
Chair
Centre for Outreach and Digital Education, IITM

AUG-SEP 2026
(4 week course)

Prof. Vignesh Muthuvijayan
NPTEL Coordinator
IIT Madras

Indian Institute of Technology Madras

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