

IIM Lucknow
announces a
Management Development Programme on

Marketing Process & Planning for Competitive Advantage



Duration
August 30 – September 9, 2011

Programme Director
Dr. Devashish Das Gupta

Venue
IIM Lucknow



भारतीय प्रबन्ध संस्थान लखनऊ

INDIAN INSTITUTE OF MANAGEMENT LUCKNOW

Prabandh Nagar, Off Sitapur Road, Lucknow - 226 013

Noida Campus : Plot No. B-1, Sector 62, Noida - 201 307

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INTRODUCTION

Marketing of products and services of late has become more of a science than art. This is due to the manifold increase of brands and the growing number of modes of communication. Such scenario has led to a dire necessity of a training programme which provides in-depth hands on knowledge as well as efficacy in handling marketing. This exhaustive programme has been specially designed for such organisations. This 80+hours programme endeavours to provide comprehensive training on complete marketing process as well as market planning with an application oriented approach.

OBJECTIVES

This comprehensive programme has been designed to enhance ability of the participants to :

- Broaden thought process towards marketing as a mindset
- Understand how to study market environment and how to benefit from it
- Existing markets and new market strategy approaches
- Effectively segment the market and select optimally attractive markets
- Effectively handle product and service portfolios
- Develop a robust approach to understand the customer and maintain profitable association
- Technical handling of sales as well as motivating the sales force
- Understand information needs and use marketing research judiciously
- Effectively apply marketing strategies in business to business markets
- Develop a long term brand image by sincere stakeholder communication management.

CONTENTS

Marketing process and planning for competitive advantage aims to transform your efficacy by focussing on the latest concepts, techniques and approaches to :

- Market planning process
- Market environment analysis and its implication
- Information need and market research
- Product Marketing Vs Services Marketing
- Contemporary customer management
- Differentiation in the backdrop of shrinking product life cycle
- Managing sales and the sales force
- Customer value proposition
- Business to business marketing
- Integrated marketing communication and promotion
- Creating and sustaining a positive brand image.

WHO SHOULD ATTEND

- Middle and Senior level professionals in Consulting, Sales and Product Management
- Middle Managers from other functional areas in Product and Service Marketing organisations
- Senior Managers/CEOs of family owned businesses
- Senior Sales professional graduating into Marketing will find this programme immensely helpful
- This programme can be an unlearning and learning experience for executives who have attained formal marketing education years back.

METHODOLOGY

The Programme will be highly experiential and interactive, comprising lectures, case analyses, simulation exercises, group presentations and syndicate discussions, case studies, classroom lectures. Throughout the programme it will be an endeavour of the faculty to share the latest developments in the industry and research.

DATE, VENUE & ACCOMMODATION

The programme is scheduled during August 30 – September 9, 2011. The participants will stay in air-conditioned rooms at the IIM campus, Lucknow, on a single occupancy basis. Programme sessions will be held at “Manthan” – the Management Development Programme Center.

PROGRAMME FEE

The programme fee is Rs.80,000/- per participant (residential). The fee includes board and lodging in our Executive Enclave, tuition, course material and use of the Institute's Library, Computer Center and other infrastructural facilities.

The fee is payable in advance either by demand draft drawn in favor of Indian Institute of Management Lucknow and payable at Lucknow or by Bank Wire Transfer (ECS) to A/c No. 053010100046446 of IIM Lucknow with Axis Bank, Lucknow main branch, Lucknow (IFSC code UTIB0000053). In case of ECS, the remitter may inform us (at mdpoffice@iiml.ac.in) his/her name, name of participant, name and dates of programme against which the payment has been made, etc.

REGISTRATION

The registration form duly filled in along with the requisite nomination fee should reach us at least 21 days before the commencement date of the programme.

In the event of cancellation of nomination by the sponsoring authority, only 50 per cent of the fee would be refunded provided we receive such information at least 15 days before the commencement of the programme. However, the nominating organization could recommend change(s) in the nominee(s).

CERTIFICATE OF PARTICIPATION

The Institute issues a Certificate of participation on conclusion of the programme.

PROGRAMME DIRECTOR

Dr. Devashish Das Gupta is presently Associate Professor of Marketing at IIM Lucknow. He holds a Doctoral and Masters Degree in Business Management. He has more than sixteen years of experience in the industry and academia. Before coming to academics, he was with a multinational corporation wherein he was responsible for Retail Network Development and Retail Product Promotion. Dr. Devashish has so far served as management consultant and corporate trainer to many MNCs in India and abroad. This includes organisations like **Nokia, BNP Paribas, Bayer, SBI, Bank of Baroda, GAIL, NABARD, SIDBI, LIC, BPCL, Gujarat Ambuja Cement, All India Radio, Indian Armed Forces' officers, Sr. IPS Officers, CBSE, Sify, GNFC, Indo-Gulf Fertilisers, Zuari Agro, Chambal Fertilisers, Coromandel Fertilizers as well as several other multinational and regional organisations.** Dr. Devashish's doctoral research has been published as a book titled “Product Management in Post Liberalised Era” by VDM Verlag Dr Muller, Germany. Besides this Dr. Devashish is also author of the book “Tourism Marketing” published by Pearson which is the first book in its genre. He can be reached at devashish@iiml.ac.in.

ABOUT THE INSTITUTE

- Indian Institute of Management Lucknow (IIML) is one of the premier business schools in India. From the sprawling about 185 acres campus, the Institute offers world class education in major areas of management and provides an ambience for genuine intellectual pursuit, excitement and professional growth.
- The Institute's carefully designed and high impact Management Development Programmes train business leaders, senior executives, and practicing managers from various sectors of the economy in all disciplines of management education and thought. The Institute provides cooperation and support to Industry and the Government through its large number of prestigious Consulting Assignments and Research Projects.
- The Institute has an internationally acclaimed Postgraduate Programme in Management, Agri-business Management and Fellow Programme in Management known for its quality, rigour and global orientation.
- The Noida campus, as an extension of IIM Lucknow, has been established to provide globally competitive management education to the professionals. The Noida campus has an evening programme leading to PGDBM for Working Managers (WMP). Besides, the Institute has one year full-time International Programme in Management for Executives (IPMX). In addition to these, the Institute has launched distance learning programmes (e-MDPs), besides many other short duration programmes.
- The Institute has well equipped air-conditioned Lecture Rooms, Library, Computer Centre and comfortable on-campus air-conditioned board and lodging arrangements on single occupancy basis for the Management Development Programme participants at both the campuses.
- IIM Lucknow has collaboration with a number of Business Schools in Europe, Australia and Canada for Faculty and Students Exchange.
- The Lucknow campus is located about 19 KM away from the Railway Station and 33 KM from the Airport, on the Lucknow-Sitapur highway and Hardoi-Sitapur bypass. The Noida campus is located at Plot No. B-1, Sector 62, Noida near the Delhi-Ghaziabad highway (NH-24) about 25 KM away from New Delhi Railway Station and about 40 KM from the Domestic Airport.

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