

Executive Programme in **Strategic Marketing Leadership & AI Innovation**

Empowering professionals to lead with strategy, data, and innovation.

9 Month Online + Campus immersion



Excel with Excellence: Get the IIM Kashipur Advantage

Established in 2011 by the Government of India, the Indian Institute of Management Kashipur (IIM Kashipur) is a second-generation IIM dedicated to excellence in management education. Guided by its core values of collegiality, transparency, green consciousness, and proactive stakeholder engagement, the institute has been shaping future leaders for over a decade.

Located on a 200-acre campus in the Himalayan foothills, just 25 kms from Jim Corbett National Park, IIM Kashipur combines academic rigor with practical exposure through its strong industry connection in one of India's most industrialized regions.

With a vibrant alumni network, committed faculty, and dedicated staff, the institute fosters innovation, entrepreneurship, social responsibility, and gender diversity. Its holistic approach to learning emphasizes theory, practice, and research, ensuring students are equipped to drive both business impact and social transformation.



Ranked 8th

By Times Management Institutes,
2023

Ranked 23rd

By Under Management Category
- NIRF, 2025

Our Core Values



Cultivating a culture of mutual respect and collaboration among stakeholders.



Committed to active involvement and open communication with all stakeholders.



Advocating for green consciousness through sustainable practices.



Upholding openness, clarity, and accountability in all dealings.

Why Choose IIM Kashipur ?

Member of the prestigious global accreditation body

AACSB (Association to Advance Collegiate Schools of Business)

NIRF Ranking

Ranked 23rd in the Management Category under the NIRF 2025 rankings.

Distinguished IIM Faculty

Learn from experts who combine academic excellence with real-world experience, equipping professionals with the insights and strategies to lead in the era of marketing and AI innovation.

Campus Immersion Experience

Engage in a two-day campus immersion at IIM Kashipur for in-depth interactions and networking opportunities.

Prestigious IIM Certification

Earn a certificate from IIM Kashipur on successful program completion, strengthening your professional profile.



Programme Overview

This **strategic executive programme** integrates marketing leadership with cutting-edge AI and innovation, preparing professionals and entrepreneurs to excel in today's dynamic business environment. Designed and delivered by IIM Kashipur faculty, the curriculum helps participants connect with the latest marketing advancements, align organizational and marketing strategies, and make confident, data-driven business decisions.

With a strong focus on **real-world application**, the programme combines case studies, analytics, and hands-on exposure to AI-powered marketing practices. Participants will gain insights into global best practices, innovation-led strategies, and digital tools across industries such as BFSI, healthcare, pharma, start-ups, telecom, IT, FMCG, manufacturing, and clean tech—enabling them to refine marketing architectures and drive sustainable growth.

 **Duration:** 9 Months – 95 Hours Of Online Learning
3 Hours Of Offline Learning

 **Programme Fee:** INR 1,00,000/- + GST

 **Schedule:** Sundays, 09:00 AM – 12:15 PM

Eligibility:

For Indian Participants – Graduates from a recognized University (UGC/AICTE/DEC/AIU/State Government) in any discipline.

For International Participants – Graduation or equivalent degree from any recognized University or Institution in their respective country.

Proficiency in English, spoken & written is mandatory.

Working Professionals with a minimum of 2 years of experience.



Programme Highlights



Prestigious Certification: Receive an esteemed certificate from IIM Kashipur upon successfully completing the programme, validating your expertise in strategic marketing.



Campus Immersion Opportunity: Conclude your learning journey with a one-day campus immersion at IIM Kashipur, featuring interactive recap sessions, hands-on exercises, and networking with faculty and peers.



Expert Faculty Guidance: Learn from accomplished faculty members with extensive academic and industry experience, gaining insights that bridge theory and practice in marketing and AI-driven strategies.



Industry Engagement & Case Studies: Engage with curated global and Indian case studies from companies like Apple, Nvidia, OpenAI, Lenovo, NIKE, IKEA, and Google, connecting marketing leadership with AI-enabled innovation.



Capstone Project & Applied Learning: Work on group projects, assignments, and case presentations that put marketing strategy frameworks and analytics tools into real-world application.



AI-Driven Marketing Innovation: Discover how AI is transforming branding, customer engagement, product innovation, and global marketing strategies, learning from both success stories and failures.



Comprehensive Analytics Exposure: Build expertise in marketing analytics – from product and pricing analytics to customer value modeling and social media insights—supported by AI and data-driven tools.



Leadership Development: Enhance your leadership skills to effectively manage teams, drive cross-functional initiatives, and lead marketing transformation in dynamic business environments.



Programme Objectives



Build a Strong Foundation in Strategic Marketing

Develop essential marketing principles and frameworks that support sustainable business growth and guide strategic decision-making.



Gain AI-Powered Marketing Insights

Learn practical applications of AI, machine learning, and analytics to uncover customer insights, tailor campaigns, and enhance marketing performance.



Formulate and Implement Competitive Strategies

Master the design and execution of competitive strategies at corporate, business-unit, and functional levels to achieve lasting advantage.



Learn from Global Best Practices

Explore curated case studies from industry leaders like Nvidia, OpenAI, Apple, and Intel to apply global insights to local business contexts.



Drive Innovation & Agile Models

Gain expertise in innovation management, productization, and agile business models to foster experimentation and scale new offerings effectively.



Apply Strategic Frameworks Effectively

Utilize tools such as PESTLE, SWOT, Porter's Five Forces, BCG Matrix, and Ansoff to analyze markets and make informed strategic decisions.



Apply Digital & Data-Driven Strategies

Design and implement digital, data-centric, and personalized marketing strategies to address rapidly evolving customer needs.



Translate Learning into Real-World Impact

Convert concepts into action through capstone projects, case analyses, and practical implementation plans.

Programme Outcomes

Master AI-Driven Marketing Tools

Develop proficiency in data analytics, cloud technologies, blockchain, and AI applications to understand and navigate the AI-powered marketing landscape.

Adopt a Global Perspective

Analyze case studies from Silicon Valley and multinational companies to understand global best practices and adapt them to local contexts.

Enhance Career Readiness

Acquire contemporary skills that ensure adaptability and relevance in a rapidly evolving digital and business environment.

Explore Cross-Industry Applications

Gain the versatility to apply marketing principles across IT, consulting, BFSI, retail, real estate, hospitality, and service sectors.

Strengthen Leadership and Strategic Thinking

Develop business development capabilities and strategic decision-making skills necessary for leadership positions.

Apply Innovative Problem-Solving Approaches

Use frugal, scalable, and practical marketing strategies inspired by Indian problem-solving methodologies.

Learn from Esteemed Faculty

Engage with IIM Kashipur faculty and benefit from their extensive academic and industry expertise in management and marketing.

Advance Your Professional Trajectory

Leverage the knowledge and skills gained through a premier IIM credential to support your career growth and leadership journey.



Pedagogy



Online Delivery Mode

The course will be delivered primarily in an online format, ensuring accessibility and flexibility for participants.



Live Faculty-Led Sessions

All sessions will be conducted live by experienced course faculty, enabling real-time interaction and engagement.



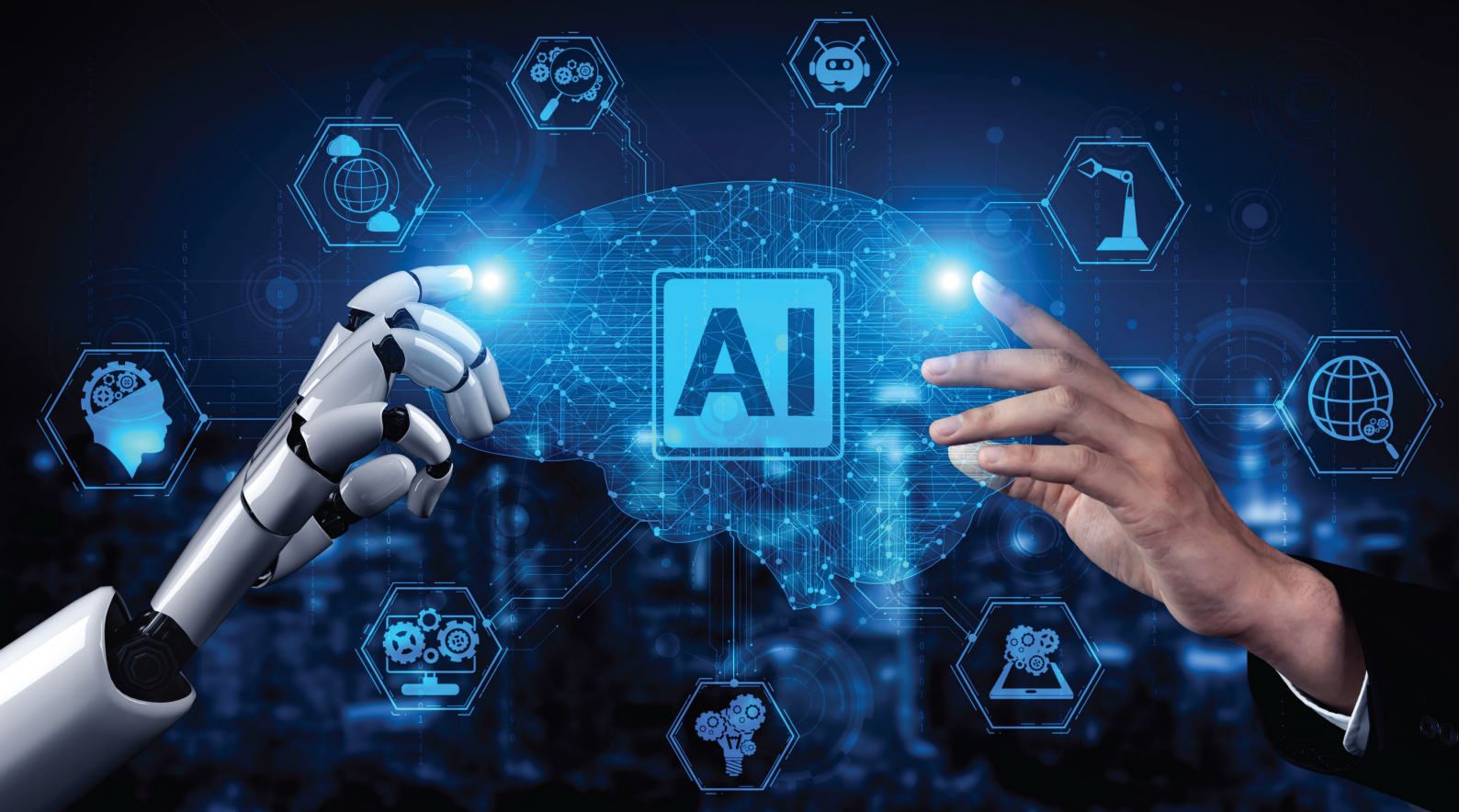
Core & Extended Learning Resources

Key textbook: Marketing Strategy by Orville Walker and John Mullins (McGraw Hill). The curriculum is based on reputed textbooks, with additional coverage of the latest and emerging topics for comprehensive learning.



On-Campus Immersion

Participants will attend a one-day campus immersion on the weekend, providing in-person exposure and networking opportunities.



Programme Structure

Module 01: Introduction to Strategy

Three Levels of Strategy

- What is a strategy?
- The Components of Strategy
- The Hierarchy of Strategies

What Is Marketing's Role in Formulating and Implementing Strategies?

- Variations in Marketing's Strategic Influence
- Market-Oriented Management
- Customer Centricity
- Factors That Mediate a Firm's Market Orientation
- Market Opportunity Analysis
- Contents of a Marketing Plan
- Corporate Strategy Components and Issues
- Corporate Scope – Defining the Firm's Mission
- Corporate Objectives
- Gaining Competitive Advantage
- Corporate Growth Strategies
- Ansoff Matrix
- Business Leadership (Domestic and International) of famous Business/Corporate Leaders from the Globe and their way of working and achievements
- Leadership Skills
- Organizational Leadership
- McKinsey 7S Framework for analyzing Organizational Design
- Social Entrepreneurship

Allocating Corporate Resources

- Portfolio Models (BCG Matrix and GE Approach)

Sources of Synergy

- Knowledge-Based Synergies
- Synergy from Shared Resources

Strategic Decisions at the Business-Unit Level

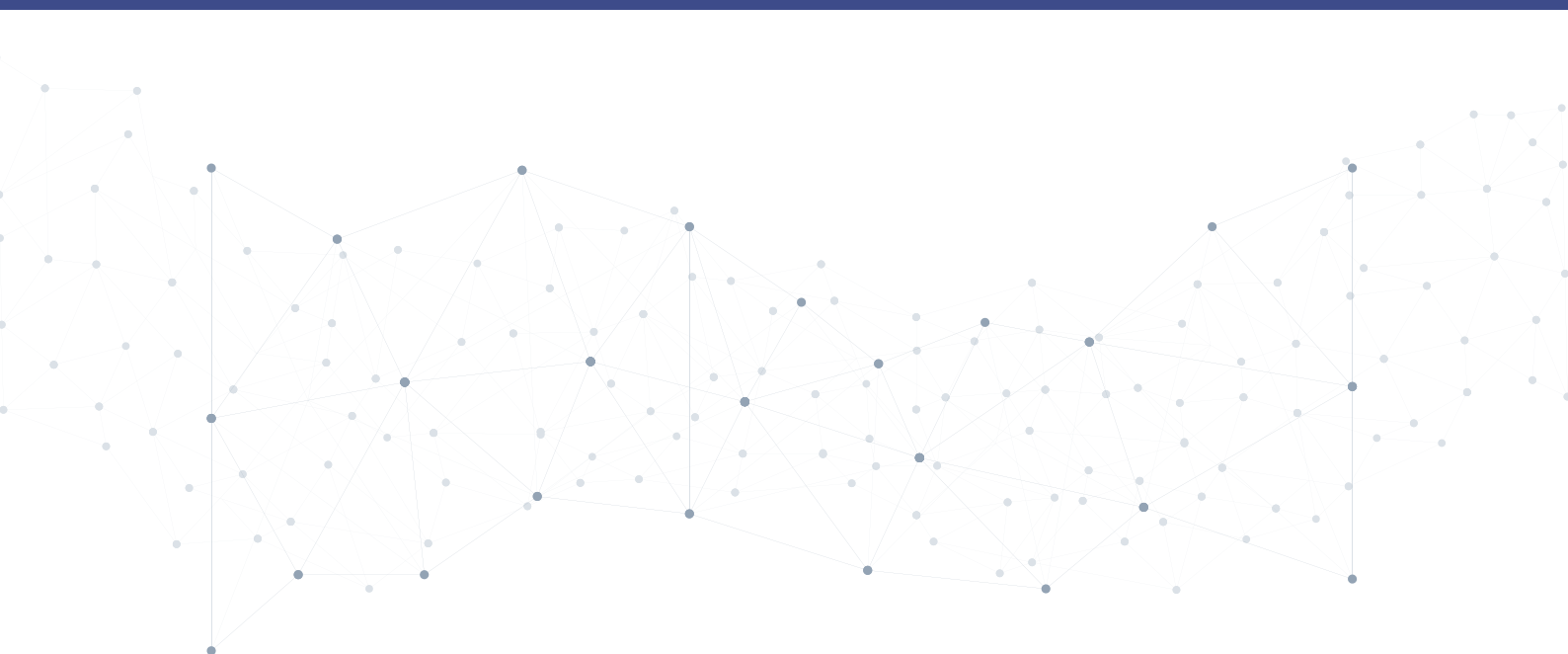
- How Should Strategic Business Units Be Designed?
- Business-Unit Objectives
- Allocating Resources within the Business Unit
- Managing Uncertainty in the VUCA World

How Do Businesses Compete?

- Generic Business Level Competitive Strategies
- Porter's Strategies (Cost Leadership, Differentiation, and Focus)
- Miles and Snow's Business Strategies

How Do Competitive Strategies Differ from One Another?

- Shifting Market Dynamics
- Learnings from Global Tariff War
- Learnings from Global Supply Chains and its Reconfigurations in Recent Times
- Differences in Scope, Goals and Objectives, Resource Deployment and Sources of Synergy
- Deciding When a Strategy Is Appropriate: The Fit Between Business Strategies and the Environment
- PESTLE Framework
- SWOT Analysis
- Appropriate Conditions for a Prospector, Analyzer, and Defender Strategies



Module 02: Measuring Market Opportunities

Creating Customer Value and Customer Relationships

- Customer Perceived Value
- Customer Analysis
- Total Customer Satisfaction
- Maximizing Customer Lifetime Value

Buyer Behavior in Consumer Markets

- Social, Personal Factors
- Key Psychological Processes
- The Buying Decision Process: The Five Stage Model

Developing Marketing Strategy

- Customers, Segmentation and Target Marketing
- Choosing Attractive Market Segmentation: A Five Step Process
- Different Targeting Strategies Suit Different Opportunities
- Niche-Market, Mass-Market and Growth-Market Strategies

Diffusion of Innovations

- Frugal Innovation
- The Adoption Process and Rate of Adoption
- Adopter Categories
- Implications of Diffusion of Innovation Theory for Forecasting Sales of New Products and New Firms

Setting Product Strategy

- Product Characteristics and Classifications
 - Productization
 - Product and Brand Relationships
 - Ethical and Transparent Sourcing
 - The Role of Blockchain Tracking and Eco-Certifications (Sustainability)
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Service Strategies and Policies

- What are Services?
- Tangibility Spectrum
- Characteristics of Services Compared to Goods
- Services Marketing Mix
- Key Focus on Fintech, IT, Health Care Industries etc.
- Infosys vs. Accenture on 7Ps of Services Marketing, SWOT Analysis, Customer Engagement, Digital Presence, Major Campaigns

Differentiation and Brand Positioning

- Developing and Establishing a Brand Positioning
- Identifying Optimal Points of Difference (POD) and Points of Parity (POP)
- Choosing POP and POD
- Establish Brand Positioning
- Differentiation Strategies

Designing and Managing Integrated Marketing Communications (IMC):

- Media and Message Decisions
- The Role of Marketing Communications
- The Response Hierarchy Models
- Managing Mass Communications
- Design the Communications: Message Strategy, Creative Strategy and Message Source
- Advertising Appeals
- Role of Celebrity Endorsers

Social Media Influencer Strategies

- Influencer Guidelines Globally
- Brand Building in India through Influencer Strategy for Both Indian and International Brands



Effective Sales Techniques

- Better B2B Selling
- Value Creation Strategy
- Sales Model and Approach
- Supplier Segmentation Matrix
- Creating Value through Transforming Customer Journeys
- New Paradigm and Impact
- Customer Aspiration Defined by Value Innovators
- Reinvent Customer Experience Journey
- Improving Customer Journey

Strategy on Distribution Channels

- Distribution Channel Strategy: Factors to Consider
- Different Distribution Strategy Types with Examples
- E-commerce
- Aspects of Distribution Strategy – Case Study on B2B Segmentation
- Managing Omnichannel – Case Study (Failure & Success)
- Channel Conflict Management
- Micro-Marketing



Module 03: Formulating Marketing Strategies

Marketing Strategies for New Market Entries

- Sustaining Competitive Advantage over the Product Life Cycle (PLC)

New Market Entries

- Objectives of New Product and Market Development
- 'Made in India' Chips, India's Semiconductor Projects
- Innovation Insights on AI Powered Computers like Microsoft's CoPilot + PCs, Foldable Smartphones, Smart Glasses, Wireless Charging Surfaces, Voice-Activated Wearable Translators, Lenovo ThinkBook Plus Gen5 Hybrid, Lenovo Rollable Laptop, Alef Aeronautics Model A Flying Car etc.
- Market Entry Strategies: Pioneer vs. Follower

Introducing New Market Offerings

- Types of New Products
- Managing New Product Development (NPD) Process
- Process Innovation at Indian Pharma Industry
- Innovation and Organizational Culture in Nvidia, Apple, and Lenovo (AI PCs, 5G, and Intelligent Devices for Lenovo)

Addressing Competition and Driving Growth:

Corporate sector competition and country wise competition

- Opportunities and Risks in Growth Markets
- Growing the Core
- Growth Market Strategies for Market Leaders
- Country Risk Analysis Frameworks

Share Growth Strategies for Followers

- Market Challenger Strategies
- Market Follower Strategies
- Market Nicher Strategies

Strategies for Mature and Declining Markets

- Challenges in Mature Markets
- Challenges in Decline Markets
- Strategies for Maintaining Competitive Advantage

Industry Dynamics/Attractiveness and Organizational Design

- Porter's Five Forces Model

Module 04: Globalization Strategies

Consumer Behavior in Global Marketing Context

- Opinion Leadership, Diffusion of Innovation

Product Strategies in Global Marketing Context

- Product standardization vs. Product Adaptation
- AI Led Global Marketing Strategy and International Brand Expansion (Aurolab – Health Care Industry)

Global Integrated Marketing Communications

- Standardization vs. Localization in Advertising
- Global advertisers and Promotion Mix
- Coca Cola's 'Share a Coke' Campaign
- Dove's 'Real Beauty' Campaign
- Cult Brands
- Brand Communities (Harley Davidson, Apple etc.)



Module 05: B2B and Emerging Marketing Strategies

Analyzing Business Markets (B2B)

- What is Organizational Buying?
- Buying Situations
- B2B Marketing Strategy of Razorpay – Fintech company (providing digital payment solutions)
- Participants in the Business Buying Process
- The Purchasing / Procurement Process

Specialized Topic

- Neuro Marketing

Module 06: Marketing Strategy in AI Era

- Marketing Strategies for Digitally Networked World
- Value in Digital Era, Consumer Behavior in Strategy Formulation

AI and Brand Management

- Customers solving lifecycle problems: Customer acquisition, Customer development, and customer retention
- AI Success Stories
- Conceptual and Implementation Details from Orange Telecom (French company)
- Conceptual and Implementation Details from IKEA
- Conceptual and Implementation Details from NIKE
- AI Failure Stories (Learnings to be taken from failures)
- Conceptual and Implementation Details from Google – Gemini Incident
- Conceptual and Implementation Details from Google – Dear Sydney Incident
- Conceptual and Implementation Details from Levi Strauss & Co.
- Conceptual and Implementation Details from The LEGO Group
- AI Specific Lessons
- General Brand Lessons
- Brand Crisis Management
- Evolution of Content Marketing in a Digital World

Using Generative AI for early stage market research

- Large Language Models (LLM) like ChatGPT and Gemini
- The power of proprietary data and performance of LLMs
- Cost, Speed, and expanded Innovation funnel
- The future of market research through Gen AI
- Experiment with Gen AI for new advertising campaigns
- Augmented Realty campaign examples
- Gamification examples

Module 07: Analytics

- Sports Marketing & Analytics
- Movie Marketing & Sponsorship
- Tourism Promotion Campaign - Incredible India

Product Analytics

- A/B Testing for New Product Introduction
- A/B Testing for Marketing Strategy
- Statistical Hypothesis Testing Using Python

Pricing Analytics

- How pricing activities affect the overall business
- Analyze the profitability of specific price point
- Optimize a business's pricing strategy

Measuring Customer Responses

- Social Media Monitoring
- Social Media Analytics
- Measuring Customer Responses
- Customer Choice Modelling

Calculating Consumer Value

- Conjoint Analysis
- Calculating Consumer Value
- Calculating Lifetime Customer Value
- Basic Customer Value template
- Measuring Sensitivity Analysis with Two-Way Tables

Project and Case Study presentations by participant groups and faculty feedback with academic input and suggestions (online mode)

Module 08: Campus Immersion

Campus Immersion Demonstration of Software tools (visit to IIM Kashipur Campus)

- Search Advertising Using Google Ads
- Setting up Google Ad: a practical exercise
- Keyword planner
- Reach planner
- Google Ad Analytics

Campus Immersion (visit to IIM Kashipur Campus): Recap of the Academic Ideas and Concepts used in the Program by Faculty (3 hrs.) +

Certificate Distribution at Campus – one day Campus visit in the weekend may be planned in August 2026, it will be arranged by Participants themselves at their own expenses. Specific date for Campus visit will be informed at least 30 days in advance.

Course Benefits to participants

- Opportunity to earn a Certificate of Completion/Participation from IIM Kashipur.

Assessment & Evaluation Weightage

Individual Assessment (outside class hours):

Individual Quizzes: 40% (Best of (n-1) quiz marks will be taken into account) (Quizzes will be organized by TeamLease outside formal class hours. Participants will be informed about Quiz syllabus chapters and each quiz date at least 7 days in advance. Quiz questions will be provided by course faculty to Team Lease in advance for it to conduct the quiz (n-1 best quiz will be counted).

Group Based Assessment (during online classes):

Group Case Study / Assignment Analysis & Presentation: 15%
Group Projects (in groups of 5-6 people) - 45%

The evaluations are designed to ensure continuous student engagement with the course and encourage practical learning. Students who successfully clear the same along with the requisite attendance criteria will be awarded a Certificate from IIM Kashipur.



Tools You'll Master



Tool to Be Used	Purpose	Rationale
Power BI	Marketing Dashboards & Reporting	Enables interactive visualization of marketing metrics, campaign performance, customer segmentation, and sales trends. Supports data-driven marketing decisions with real-time dashboards.
Screaming Frog SEO Spider	Website Audit & Optimization	Crawls websites to identify SEO issues, broken links, duplicate content, and metadata gaps. Essential for improving online presence, search rankings, and lead generation effectiveness.
ChatGPT	Content Generation & Ideation	AI-powered tool for drafting marketing copy, campaign ideas, social media posts, and analytical content. Enhances creativity, ensures consistent brand tone, and accelerates content creation.
Gemini	Multimodal Analysis & Creative Problem-Solving	Integrates text, image, and data analysis for marketing storytelling and campaign visualization. Ideal for designing insights-driven creative strategies and impactful presentations.
Claude	Strategic Thinking, Insights & Planning	Supports long-form reasoning, competitive analysis, and marketing strategy development. Useful for scenario planning, synthesizing market insights, and refining marketing communications.
SPSS	Statistical Analysis & Predictive Modeling	Industry-standard for marketing research, consumer surveys, and predictive modeling. Enables data-driven insights on customer behavior, campaign effectiveness, and market trends.

Fee Structure

Application fee: INR 1,000/-
Programme Fee (Inclusive of Offline Classes): INR 1,00,000/- + GST
No-Cost EMI Available

Total Fee	Installment 1*	Installment 2*
INR 1,00,000/- + GST	INR 59,000/- Within 72 hours of releasing the offer letter	INR 59,000/- 20th December, 2025

*Total Programme Fee - Rs. 1,18,000 (Including GST)

We have no cost EMI for 6 months only rest we have standard EMI from FIBE and AVANSE

Standard EMI

Tenure	EMI
24 Months	5851
18 Months	7490
12 Months	10768
9 Months	14045

(Campus immersion is mandatory and free for all enrolled students, students can attend this virtually. For physical immersion at the campus travel and lodging costs will be managed by the student)

Refund Policy: There is no Refund on Course Fees once the course begins. Prior to course commencement, if a student requests for a refund, the Registration Fees are deducted and the remaining amount is refunded.

Admission Journey

Step 1



Fill up an online application form, upload the required documents and submit the application.

Step 2



Make the application payment.

Step 3



Shortlisting based on work, and education profile.

Step 4



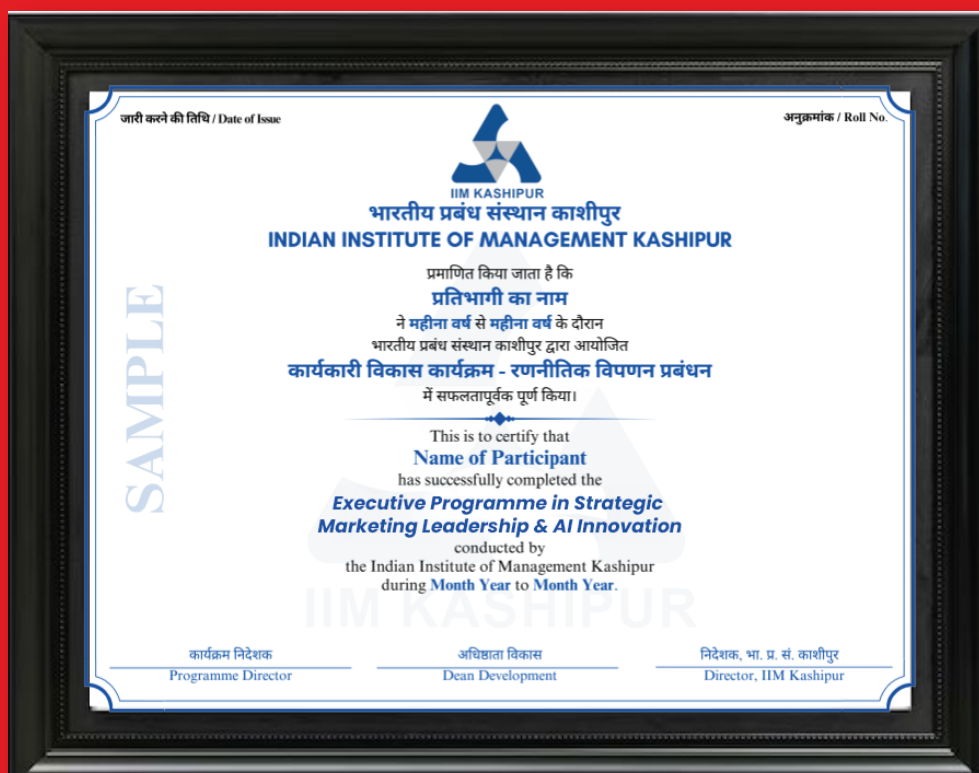
If shortlisted, you will receive an offer letter from IIM Kashipur.

Step 5



Pay admission confirmation fee within 7 days of receiving the offer letter.

Course Completion Certificate



Campus Immersion

Elevate your learning experience with a one-day on-campus immersion at IIM Kashipur, designed to complement the live online sessions. This immersive experience allows participants to engage directly with faculty, revisit key academic concepts, and gain hands-on exposure to practical tools used in strategic marketing and AI applications.

What to Expect :

Faculty Interaction: Recap of academic ideas and concepts from the program, with in-person sessions led by IIM Kashipur faculty (3 hours).

Practical Tool Demonstrations: Explore software tools and gain hands-on practice in areas such as Google Ads, keyword and reach planning, ad setup, and analytics.

Networking & Collaboration: Build meaningful professional connections with peers and industry experts through group activities and discussions.

Certificate Distribution: Receive your program completion certificate during the campus visit.

Note: The campus immersion is optional and planned on a weekend. Travel and lodging expenses will be borne by the participants.



Program Director



Dr. Somnath Chakrabarti

PhD from IIT Delhi

Dr. Somnath Chakrabarti has teaching and research interests in consumer behaviour, integrated marketing communications, marketing of services, and international marketing. He has done Bachelor of Engineering (B.E.) from REC (now NIT), Durgapur; MBA from College of Business, Oklahoma State University, Stillwater, USA (AACSB accredited College of Business in public research University in US) and Ph.D. from Department of Management Studies, IIT Delhi. Dr. Chakrabarti's research in the past has focused on understanding the drivers of advertising spend trends among global marketers. His research in consumer behavior has also focused on understanding the purchase motivations, attitudes towards different product categories and the role of consumer innovativeness, personal influence related constructs and consumer evaluation attributes in the purchase process. Another area of his research involves psychometric examination of the applicability of different international scales used in consumer behavior research in Indian context.



Program Faculty



Dr. Deepak Verma

Dr. Deepak Verma is a marketing scholar with teaching and research interests in marketing management, consumer behaviour, branding, B2B marketing, social marketing, and electronic word of mouth (eWOM). He holds a Ph.D. in Marketing from IIM Lucknow, an MBA from IIM Kozhikode, and a Bachelor's degree from NIT Jamshedpur. He has worked with PwC US Advisory and Honda Motorcycle and Scooter India. His research, published in journals such as Computers in Human Behavior, Journal of Business Research, Online Information Review, and Asian Journal of Management Cases, focuses on eWOM's impact on consumer behaviour, online information credibility, and strategic marketing in emerging markets.



Dr. Preeti Narwal

Dr. Preeti Narwal's teaching and research interests include consumer behaviour, pricing management, participative and Pay-What-You-Want (PWYW) pricing, behavioural pricing, and applied marketing psychology. She earned her Ph.D. from the Department of Management Studies, IIT Roorkee, and holds M.Com and B.Com (Honours) degrees from Kirori Mal College, University of Delhi. Her research has appeared in leading journals such as Journal of Retailing and Consumer Services, Asia Pacific Journal of Marketing and Logistics, Journal of Consumer Marketing, and Journal of Revenue and Pricing Management. She also reviews for reputed journals including Marketing Intelligence and Planning, Management Decision, and Journal of Promotion Management. Her work focuses on how consumers form perceptions and make pricing decisions in dynamic and participative pricing contexts.



Dr. Utkarsh

Dr. Utkarsh has over eight years of teaching and research experience in marketing management, consumer behaviour, and retail management. He earned his MBA and Ph.D. from the University of Lucknow. Prior to joining IIM Kashipur, he served as a faculty member at T A Pai Management Institute, Manipal, and began his academic career as a research associate at IIM Lucknow. His research primarily focuses on consumer information search behaviour, the role of individual differences and consumer knowledge in decision-making, and enhancing the financial well-being of young adults. Dr. Utkarsh's work has been published in reputed international journals, and he has served as a reviewer for multiple journals and conferences.





Contact Us

✉ admission@tleiimkashipur.in

☎ 08047362650

🌐 www.tleiimkashipur.in