भारतीय प्रबंध संस्थान काशीपुर INDIAN INSTITUTE OF MANAGEMENT KASHIPUR

ASHIPUR

Executive Development Programme in Strategic Marketing Management

Crafting Futures, Shaping Success

# **Excel with Excellence:** Get the IIM Kashipur Advantage

Established in 2011 as a second-generation institution by the Government of India, the Indian Institute of Management Kashipur (IIM Kashipur) is dedicated to achieving excellence in management education. Marking a decade of service to the education and management sectors, the institute is guided by its core values of collegiality, transparency, green consciousness, and proactive engagement with stakeholders.







Ranked 8th By Times Management Institutes, 2023

Ranked 23rd By Under Management Category - NIRF, 2024

# **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.

# **Programme Overview**

This intensive certificate programme equips professionals with advanced skills, fostering strategic thinking and tactical execution in the dynamic realm of marketing. Delivered by industry experts and renowned faculty, this programme empowers leaders to navigate and excel in today's complex business landscape. Elevate your marketing acumen with unparalleled expertise.

#### Ouration: 8-9 Months - 93 hrs online + 2 hrs offline

Programme Fee: INR 90,000/- + GST



#### **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.
- Minimum of at least 2 years of work experience

#### **Programme Objectives**

Gain a deep understanding of corporate-level strategies for sustainable growth, defining mission, setting goals, and specifying corporate development.

Enhance strategic decisionmaking by examining opportunities and risks in growing markets, ensuring effective resource utilization. Develop expertise in crafting effective marketing strategies at business-unit and product-market levels. Foster the ability to synthesize market knowledge into actionable plans, aligning organizational goals with market demands.

Enable executives and entrepreneurs to connect with recent developments in Strategic Marketing Management, linking organizational and marketing strategies for informed decision-making.

## Benefits



Immerse in expert-led course content at IIM Kashipur.



Tailor targeting strategies for niche, mass, and growth markets.



Hands-on learning through case studies and simulations.



Strategize effectively with market-driven insights.



Master impactful sales techniques.



Showcase knowledge in group presentations.



Experience on-campus immersion for networking and certificate distribution

### **Who Should Attend**

#### **Working executives**

In B2B and B2C domains, spanning diverse sectors like hotel and hospitality, IT, consulting, retail, and more.

#### **Entrepreneurs**

Managing family businesses or startups, providing essential skills for sustainable growth.

#### **Professionals**

In banking, insurance, real estate, and related fields, offering a comprehensive understanding of industry dynamics.

### Highlights



Certificates for Participation and Successful Completion of the course



In-depth Insights from Esteemed IIM Kashipur Faculty



In-campus Immersion Opportunity



Industry-Driven Learning with Expert Guest Lecturers



Navigate Volatile Market Conditions



Explore Modern Corporate Finance Problems

### **Programme Structure**

Module 01	Introduction to Strategy	Module 05	Sales and B2B Marketing Strategies
Module 02	Measuring Market Opportunities	Module 06	Market Strategy in Digital Era
Module 03	Formulating Marketing Strategies	Module 07	Analytics
Module 04	Globalization Strategies	Module 08	Group Presentation



### Pedagogy

- Interactive sessions led by esteemed IIM faculty
- Illuminating case studies for practical insights
- Engaging class exercises for hands-on learning
- Application-focused approach for workplace relevance

#### \*Mandatory attendance should be 50%.

#### Assessment



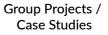




Quizzes







\*Mandatory attendance should be 50%. Qualifying criteria for assessments: 50%

# **Fee Structure**

## Application fee: INR 5,000/- +GST Programme Fee (Inclusive of Offline Classes): INR 90,000/- + GST No-Cost EMI Available

Total Fee	Installment 1*	Installment 2*
INR 90,000/- + GST	INR 45,000/- To be paid within 7 days after receiving the offer from the institute	INR 45,000/- To be paid within 30 days from the registration fee paid date

### \* Installment amount doesn't include 18% GST.

(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**



# ※ Course Completion Certificate





# **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.



# **Contact Us**

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