Professional Certificate Program in

MARKETING & SALES MANAGEMENT

From IIM Kozhikode

INDIAN INSTITUTE OF MANAGEMENT KOZHIKODE

योगः कर्मसु कौशलम्

TALENTEDGE

Live & Interactive Digital Learning

PROGRAM OVERVIEW

Facilitate seamless collaboration between the Sales & Marketing functions and deliver superior customer value!

Crafting a great product is just the first half of the story of running a successful business because generating revenue is dependent upon making the potential customers aware of the product, its advantages and the reasons why it is better than its competitors. Hence, the second half of your business story requires you to communicate this information effectively to the masses and the responsibility of writing this story rests on the shoulder of the Marketing & Sales team. Thus, it is evident that the success of a product and an organization relies heavily on the robustness and seamless collaboration between its Marketing & Sales functions.

The certification program in "Marketing & Sales" aims to improve the knowledge and skill sets of working professionals concerning the alignment of marketing and sales functions to deliver superior customer value and to achieve higher profitability. More specifically, the program has been developed in such a way that it deepens the participant's understanding of marketing management concepts so that they will be able to appreciate the critical role of the same in the sales planning and management functions. This improves the participant's ability to comprehend the ways and means to deliver superior customer value by utilizing the potential of sales. Thus, the successful completion of this program will provide directions to a new career orientation by re-orienting their marketing foundations with a strong base in the area of sales management.

LEARNING OBJECTIVES

- Understand the foundations of marketing and be able to connect them with sales.
- Have better clarity in terms of basic marketing parameters and its interlinkages with sales functions.
- Possess improved knowledge and skill sets that support marketing related planning and execution in organizations through the sales team's contributions in the areas of product development, pricing, place related decisions, and marketing promotion mix decisions.
- Deepen the awareness and understanding of the typical conflicts between marketing and sales, and how to resolve them.
- Equip yourselves to plan and prepare timely recommendations that support the alignment of sales & marketing.

HIGHLIGHTS

Certificate of Completion from IIM Kozhikode

Upon successful completion of the program, participants will be awarded a certificate of completion from IIM Kozhikode

2 day On-Campus immersion module

Experience the typical high-intensity classroom and soak-in the unique campus environment of one of the most iconic and sustainable management campuses in India

Directly Impact Organizational Growth

Acquire knowledge & skill sets to drive sales team contributions that make a direct impact on the organizational growth

Learn through Real-Life Examples/Case Studies

Pedagogy comprising real-life examples and case studies by experts across different industries that will allow you to relate to your actual work scenario

Peer Learning Benefits

Benefits from peer learning will enable you to address real challenges that you face on a day to day basis and form meaningful contacts for life

WHO SHOULD ATTEND

MARKETING & SALES EXECUTIVES – Working Executives in Marketing/Sales or allied roles seeking an advancement in their current job profile

WORKING PROFESSIONALS – Executives across any functional area, who aspire to make a career shift into marketing and sales

MARKETING & SALES MANAGERS - Managers who wish to comprehend the dynamics between marketing and sales to effectively manage the functions and drive higher revenue

ELIGIBILITY

FOR INDIAN PARTICIPANTS - Graduates (10+2+3) or Diploma Holders (only 10+2+3) 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.

WORK EXPERIENCE

Minimum of 3 years overall experience in Marketing & Sales function or at least 5 years of work experience in a business enterprises in a managerial position

FACULTY

Dr. Anandakuttan B Unnithan

Ph.D, MBA, B.Tech

Dr. Anandakuttan B. Unnithan obtained his PhD in Marketing from Cochin University of Science and Technology, Kochi, Kerala. His career as a business educator, researcher and administrator has spanned over two decades. Currently, he is the Professor in the Marketing Management Area and Dean (Academic affairs and Development) at Indian Institute of Management Kozhikode.

His research interests include consumer behaviour, services marketing, and advertising. His publications have appeared in leading journals in marketing, advertising, and other business disciplines. He has consulted with major corporations and government agencies, and is actively engaged in executive education and management development programs.

FACULTY

Dr. Sreejesh S

Ph.D, M.Phil, MBA, MA (Economics)

Dr. Sreejesh S is currently working as an Assistant Professor in the Marketing Management Area at Indian Institute of Management Kozhikode. His main research interests include brand management, services marketing, online marketing & advertising.

His publications have appeared in the leading journals of marketing, such as European Journal of Marketing, Industrial Marketing Management, Computers in Human Behaviour, Journal of Travel and Tourism Marketing, Marketing Intelligence and Planning, International Journal of Contemporary Hospitality Management, Internet Research, etc. In addition to the chapter contributions in books and case study developments, he has also authored books of international repute with Pearson India and Springer International.

PEDAGOGY

The program pedagogy consists of various modes, such as on-campus classroom lectures, lectures through online interactive platforms, case analysis, simulations, exercises, and experience sharing by industry experts. In the majority of the cases, the deliverables will be explained using real-life examples/case studies connected with different industries, and hence, the participants will be able to connect the same with their actual work scenario. Besides this, during the classroom sections, in addition to experience sharing by industry experts, the program also facilitates the participants to share their own experiences, and thereby encourage the debate and discussion within the groups, and hence peer learning is the essential feature of this program.

All enrolled students will also be provided access to our SLIQ Cloud Campus through which students may access other learning aids, reference materials, assessments, case studies, projects and assignments as appropriate. Throughout the duration of the program, students will have the flexibility to reach out to the professors, real time during the class or offline via our SLIQ Cloud Campus to raise questions and clear doubts.

ASSESSMENT & CERTIFICATE

Evaluation methodology is the discretion of the faculty. A minimum of 75% attendance to the sessions (live as well as on-campus modules) is a prerequisite for the successful completion of this program.

During the program, there will be periodic evaluations in the form of quiz, class assignments, project, case analysis, or any other objective/subjective assessment decided by the instructor during the class hours. Hence, the participants are expected to complete the given evaluation components on time. IIM Kozhikode will award the program completion certification to those who complete the assessment components successfully along with the attendance criteria. The main objective of assignments/projects will be to help the participants apply their conceptual learning in the program to actual organizational decision scenarios.

The participants will have to secure the minimum pass marks in the respective evaluation components. Participants who successfully complete the same and satisfy the requisite attendance criteria, will be awarded a certificate of completion. Participants who are unable to clear the evaluation criteria but have the requisite attendance will be awarded a Participation certificate.

SYLLABUS

MODULE 1

- Understanding the marketing environment
- Sales vs marketing
- Holistic marketing concept
- Company orientation towards the market place

MODULE 2

- Developing marketing strategies and plans
- Mission statement
- Define competition
- Market analysis & Porter's Model

MODULE 3

- Marketing information system
- Measuring marketing productivity
- Forecasting and demand measurement
- Marketing mix modelling

MODULE 4

- Connecting with customers
- Analyzing consumer markets
- Analyzing business markets
- Identifying market segments and targets

MODULE 5

- Building strong brands
- Developing a brand equity measurement system
- Shaping the market offerings

MODULE 6

- Delivering value
- Communicating the customer value
- Value creation and delivery in e-commerce platforms

MODULE 7

- Objective and scope of personal selling
- Understanding personal selling situations
- Personal selling process
- Prospecting and objection handling

MODULE 8

- Functions and purpose of a sales organization
- Understanding the structure of the sales organization
- Assessing sales performance
- Preparing sales budget
- Need and establishment of sales territory

MODULE 9

- Sales forecasting
- Different models in sales forecasting
- Understanding market potential

MODULE 10

- Channel management
- Channel design
- Selection of appropriate channels
- Channel motivation

MODULE 11

- Understanding distribution
- Components of physical distribution
- Transportation
- Warehousing

MODULE 12

- Supply chain management
- Putting it all together: What is the right supply chain?
- Supply chain management: why only now?

PROGRAM DETAILS

- Program Commencement: **10/11/2019**
- Schedule of classes: **3 hours every Sunday from 02:30 p.m. to 05:30 p.m. IST**
- Duration: **12 Months**
- Program Fee
  For Indian Residents – **INR 1,60,000 + GST**
  For International Residents – **USD 3200**
- *Instalment Options Available*

FOR MORE DETAILS

Visit - www.talentedge.com
Write in to - enquiry.dtd@talentedge.in or
Call at +91-8376000600