

MARKETING FOR NON MARKETING PROFESSIONALS

Introduction

In this inter-connected business world, the interaction of inter-departments within and across organizations is imperative. Understanding of each other's domain have become more relevant than ever. Therefore, the purpose of this course is to provide an understanding of marketing concepts to non-marketing professionals with an intent that this would facilitate a better understanding of marketing and helps the participants to view the business matter from the broader perspectives that includes marketing.

Objectives of the Program

1. The program would be useful for non-marketing professionals whose role involves interface with marketing department
2. Professional from any discipline without significant formal education in the marketing management

Pedagogy of the Program

The program would be conducted via lectures, case discussion, and exercises.

Indicative Content of the Program

1. Following modules would be covered in the program
2. Analyzing all the aspects of the market
3. Understand buyer behavior
4. Managing Customer Value, Products and Services
5. Segmenting markets, targeting and positioning
6. Brand management
7. Product life cycle
8. Building a pricing strategy
9. Channel design, planning, management, and assessment
10. Return on marketing investment

Program Director: Prof. Mayank Jyotsna Soni

Fees (Per Candidate):Rs 19200+GST (Non Residential-In campus),Rs 15000+GST (Online)

Proposed Dates:November-2021