



भारतीय प्रबंध संस्थान काशीपुर
INDIAN INSTITUTE OF MANAGEMENT KASHIPUR



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 19th

**By Under Management Category
- NIRF, 2023**

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.

 **Duration: 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.

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.

Enhance strategic decision-making by examining opportunities and risks in growing markets, ensuring effective resource utilization.

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.



Strategize effectively with market-driven insights.



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



Master impactful sales techniques.



Hands-on learning through case studies and simulations.



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-campus Immersion Opportunity



In-depth Insights from Esteemed IIM Kashipur Faculty



Industry-Driven Learning with Expert Guest Lecturers



Explore Modern Corporate Finance Problems



Navigate Volatile Market Conditions

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



Assignments

+



Quizzes

+



Group Projects /
Case Studies

*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

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



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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