

Management
Development
Programme

Legal
Aspects
of
Marketing
(LAM)



Indian Institute of Management
Tiruchirappalli

Date

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Programme Director

Dr. Nithyananda KV

Venue

Chennai Centre of IIM Trichy

Introduction

Business enterprises carry out complex managerial tasks to execute its activities. One such activity is marketing activities carried out by businesses to develop profitable customer relationships. These relationships help business organizations to satisfy customer needs by providing them with its goods and services.

The marketing activities are carried out within a very complex marketing environment, which includes a combination of micro and macro factors. One of the important macro-environmental factors that a marketing manager needs to consider is the legal and regulatory environment. The legal and regulatory environment determines the boundary within which the marketing decisions would be determined. In case it is ignored, then the decision of the marketing manager might jeopardize not only the career of the manager in question, but would also put the organization in a legal trap, the consequences of which might be imprisonment of the manager along with imposing fines / penalties / damages on the company. It would also destroy the reputation of the organization, built over years. There have been many examples in recent times on this matter like the Nestle Maggi case, worms in Cadbury's dairy milk, traces of chemicals and pesticides in cold drinks, etc.

For these reasons we believe that business managers specializing in marketing domain is required to have a introductory understanding of the plethora of laws affecting the marketing domain. This programme provides an introductory overview of the legal system in India, which impacts marketing decision-making. This course follows the traditional 4-Ps framework of marketing mix, viz., product, price, place, and promotion to provide an introduction to all the important laws affecting each of the above elements. In addition to these 4-Ps, a fifth element in the form of sale and after sales is also covered.

It provides the marketing managers a framework as well as the key aspects to watch out for in understanding the various laws affecting marketing activities.

Profile of Expected Participants

This programme is more suited for all the middle to senior business leaders who are responsible for making products and marketing them to general public in India. It also would be suitable for people who are looking for an understanding of the marketing laws in India.

Course Content

- **Introduction**
- **Product:** This module explores the laws like data privacy, product design, intellectual property rights, weights and measures, packing, quality, etc., which are relevant at the product development stage.
- **Pricing:** This module explores the laws that have a bearing on the pricing strategies of various products.

How to Enroll

Enrolment form for nomination or participation can be downloaded from the 'Executive Education' of our website, http://iimtrichy.ac.in/images/MDP_Enrollment.pdf. Kindly fill in this form mentioning full details of the participant(s), sponsoring organization, and the payment particulars. The filled in form along with the Demand Draft need to reach the EEC Office well in advance before the commencement of the programme. In case of online payment, the filled in form may be scanned and e-mailed to us.

The programme fees can be paid in any one of these two ways:

Demand Draft drawn in favour of **Indian Institute of Management Tiruchirappalli** payable at Trichy.

Electronic Fund Transfer through NEFT/RTGS for which Account details of our Institute are given below.

Bank A/C No: 32170820601

Name of the Bank: SBI

Name of the Branch: NITT Branch, NIT Campus, Tiruchirappalli

Bank Branch Code : 01617 IFSC No: SBIN0001617 MICR No: 620002009

In case of online payment, kindly intimate the EEC office with the relevant transaction details through email, so that we can connect your remittance to your nomination.

Please note that the confirmation of participation will be provided only on receipt of programme fees by EEC office.

You are encouraged to send in your nominations at least 3 weeks prior to the commencement of the programme. However, we accept nominations up to 2 weeks before the start of an MDP, subject to seat availability.

Please Note:

All enrolments are subject to review and approval by the Programme Director. Joining Instructions will be sent to the selected candidates 10 days before the programme commences. **Kindly finalise your travel plans only after you receive from IIM Trichy confirmation of your nomination.**

Our correspondence address is as follows:

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