

Management
Development
Programme

Strategic
Marketing
in
Action



Indian Institute of Management
Tiruchirappalli

Date

October 3-5, 2017 (Batch I) &
October 24-26 2017 (Batch II)

Programme Director

Prof. Suresh Paul Antony

Venue

Chennai Centre of IIM Trichy

Introduction

This programme is intended to give you a basis for understanding marketing. But let us have some fun learning it.

Participants will first explore core marketing concepts both from a strategic and tactical point of view. They then will practice their skills in Markstrat, an engaging business simulation that provides an environment that stimulates reflection, assimilation and application of core marketing concepts. The feedback and review process during the exercises, and simulation rounds help achieve long-lasting participant engagement.

Learning Outcomes

- Master core concepts in strategic and tactical marketing
- Experience essential marketing tools, such as: marketing plan, perceptual mapping, conjoint, regression, portfolio analysis
- Master market and competitive analysis
- Combine tactical implementation with long-term strategy
- Emphasize the importance of evidence-based marketing decision making
- Broaden the long-term focus

Learning Methods

The programme is designed for 24 hours of classroom contact plus remote work. In order to facilitate interactive and participative learning registrations for the programme will be limited to 35 on a first-come, first served basis.

- Interactive lectures
- Learn by doing and teamwork with the Markstrat Simulation
- In-class presentation by the participants
- Debriefing sessions
- Remote work valid for 30 days after classroom contact
 - Continued unlimited access to Markstrat simulation
 - Email hotline
 - Limited debriefing slots and coaching by telephone (both by appointment)

Profile of Expected Participants

This programme provides an ideal learning platform for the beginner as well as the proficient and adept practitioner.

Course Content

- Understanding marketing
- Segmentation, targeting and positioning
- Marketing mix planning
- Introduction to the Markstrat Challenge
- Exercises
 - Bidding
 - Segment attractiveness analysis
 - SWOT analysis
 - Segmentation, targeting and positioning
 - Presentation to shareholders
- Decision Rounds 1 to 6 (in class) & rest (by remote)
 - A decision round refers to one year of operations
- Debrief (in class and by remote)

However, the same can be adjusted during the current or next financial year.
In case the programme is being cancelled by IIM Trichy, then the programme fees will be refunded in full to the person/organization concerned.

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:

Executive Education & Consulting Office

Indian Institute of Management Tiruchirappalli

NITT Campus, Thanjavore Main Road

Tiruchirappalli - 620015, Tamil Nadu

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