



भारतीय प्रबंध संस्थान कोषिकोड
Indian Institute of Management Kozhikode
Globalizing Indian Thought



PROFESSIONAL CERTIFICATE PROGRAMME IN
**MASTERY IN MARKETING,
ANALYTICS AND SALES**



Batch: **1**



Duration:
1 Year



Class Start:
Saturday, 27 July 2024



Class Days/Timing:
**Saturday from 06.45 p.m.
to 09.45 p.m. IST**

The IIM Kozhikode Advantage

From the Director's Desk...

IIM Kozhikode programmes designed by world-class faculty with their cutting-edge thought leadership and industry-leading insights empower participants to manage and lead complex business challenges with confidence and informed decision-making ability. Our growing global footprints acknowledged and accredited by leading institutions of the world are a testimony to growth we have achieved in our 25-year journey of academic excellence.

At this juncture, it is also pertinent to share that both future and past are integral to the path taken by an institution on this journey of excellence. Having a wide, far-seeing vision is not an indulgence but an activity that is necessary to give meaning to our present, to give this Institution a sense of purpose, direction and imagination. That is why we have chosen to think in terms of what IIM Kozhikode will be able to contribute to India and the world some three decades from now with 'Vision 2047: Globalizing Indian Thought'. The sheer scale, scope and potential impact that India will have on 21st century business makes us believe that this is a legitimate aspiration.

This vision, however, isn't achievable without empowering future business leaders and that's where our Professional Certificate Programme in Mastery in Marketing, Analytics and Sales comes in as a testament to this commitment. This unique programme leverages IIM Kozhikode's esteemed faculty and their industry-proven expertise. You'll gain the knowledge and skills to navigate the dynamic world of marketing, analytics, and sales. This comprehensive programme equips you to make data-driven decisions, create impactful marketing campaigns, and excel in the ever-evolving sales landscape.

Whether you're a mid-level manager or an aspiring executive, this programme is your gateway to unlocking your full potential and propelling your career forward. We invite you to embark on this transformative journey with us.

Wishing you all the very best!

Debashis Chatterjee

Prof. Debashis Chatterjee,
Director IIM Kozhikode



Overview

The Indian Institute of Management Kozhikode, renowned for its academic excellence and innovative approach, is proud to present the Mastery in Marketing, Analytics, and Sales (MAS) programme. This elite course is meticulously designed for forward-thinking executives who are poised to become trailblazers in the business world. In a landscape where adaptability and expertise are key, the MAS programme stands as a beacon of advanced learning in the realms of Marketing, Analytics, and Sales. The curriculum, crafted by distinguished faculty and industry leaders, offers an immersive experience that fuses theoretical knowledge with practical insights.

Choose to pursue the MAS programme to gain mastery in the following areas

- **Marketing Mastery** - Explore cutting-edge marketing strategies and understand the intricacies of marketing dynamics in an increasingly digital marketplace.
- **Analytics Proficiency** - Gain a command of data-driven decision-making with our comprehensive analytics module, empowering you with the tools to transform data into impactful business strategies.
- **Sales Excellence** - Elevate your sales acumen, mastering the nuances of modern sales techniques, relationship management, and persuasive negotiation.

This programme is not just an academic course; it's a transformative journey. Tailored for professionals, like mid-level managers and executives, the MAS programme offers the flexibility required by working individuals without compromising the depth and quality of learning.



Programme Highlights



Completion Certificate - Opportunity to earn a Certificate of Completion from IIM Kozhikode, ranked #3 among Management schools in India by NIRF 2023 and also ranked #5 in the IIRF Ranking 2024.



Campus Experience - Participate in the 2 day In-Campus immersion module providing participants the opportunity to experience the typical high-intensity classroom and to soak-in the unique campus environment of one of the most iconic and sustainable management campuses in India, set amidst lush green hills and surroundings.



Executive Alumni Status - Upon successfully clearing the evaluation requirements of this programme, participants qualify for the Executive Alumni status of the prestigious IIM Kozhikode.



Experiential Simulations - The programme includes cutting-edge simulations that mimic real-world business scenarios. These simulations offer participants a hands-on experience in decision-making, strategy development, and handling complex business dynamics, bridging the gap between theoretical learning and practical application.



Hands-On Data-Driven Activities - In an era where data is paramount, this programme emphasizes hands-on, data-driven activities. Participants engage in exercises that involve analyzing datasets, deriving insights, and making data-informed decisions, equipping them with essential analytics skills relevant in today's data-centric business environment.



World-Class Case Studies - Case studies sourced from the world's top repositories are incorporated into the programme, allowing participants to delve into real business challenges and strategies employed by leading global companies. This approach not only provides insights into best practices but also encourages critical thinking and problem-solving skills.



Role Plays - Role-playing exercises are an integral part of our pedagogy, offering participants a chance to enact real-life business scenarios. This method enhances learning by allowing participants to practice communication, negotiation, and decision-making skills in a controlled, reflective setting.



Collaborative Projects - Collaborative projects are designed to promote teamwork and leadership skills. Participants work in teams on projects that challenge them to apply what they've learned, develop strategies, and present solutions, mirroring the collaborative nature of the modern workplace.



Expert-Led Lectures - The MAS programme features lectures from esteemed faculty and industry experts, providing participants with foundational knowledge as well as current trends and insights from the business world. These lectures are not just informative but also thought-provoking, inspiring participants to think beyond conventional boundaries.



Interactive Discussions - The pedagogy places a strong emphasis on interactive discussions, encouraging participants to share their perspectives, debate on various topics, and learn collaboratively. This fosters a rich learning environment where ideas are exchanged, and diverse viewpoints are valued.



Syllabus

➤ Section 1: Mastery in Marketing

1.1 Marketing Strategy

- Foundations of strategic marketing planning
- Market opportunity analysis and competitive dynamics
- Formulating and implementing sustainable marketing strategies
- Integrating marketing strategy with business objectives

1.2 Consumer Behaviour

- Insights into consumer decision-making processes
- Influence of psychological and sociological factors on consumer choices
- Effective segmentation, targeting, and positioning strategies
- Cultural and ethical considerations in consumer analysis

1.3 Retailing

- Principles of modern retail management
- Strategies for channel design and retail mix
- Emerging trends in retail, including omnichannel approaches
- Customer relationship management in a retail context

1.4 Product Management

- Lifecycle management of new products
- Product positioning and differentiation strategies
- Managing product portfolios and extensions
- Techniques for effective pricing

1.5 Brand Management

- Techniques for building and sustaining strong brands
- Development and management of brand equity and positioning
- Strategies for leveraging brand for competitive advantage
- Brand communication and reputation management

1.6 Digital Marketing

- Strategies across digital channels (SEO, SEM, social media, etc.)
- Digital marketing analytics and performance measurement
- Customer engagement and retention via digital platforms
- Role of emerging technologies in digital marketing

1.7 Business to Business (B2B) Marketing

- Understanding the B2B market and buyer behaviour
- Relationship and network management in B2B marketing
- Branding and communication strategies in B2B contexts
- Sales management and negotiation in B2B environments

1.8 Marketing Communication

- Integrated marketing communications planning and execution
- Tools and channels for effective communication (advertising, PR, direct marketing, online communication)
- Crafting compelling messages and storytelling for brands
- Measuring the effectiveness and ROI of communication strategies

➤ Section 2: Mastery in Analytics

2.1 Introduction to the World of Marketing Analytics

- Introduction to marketing analytics and its significance in decision-making
- Overview of key metrics and analytics tools
- Understanding the data-driven marketing landscape

2.2 Data Collection and Management

- Techniques for collecting quality marketing data
- Best practices in data management and governance
- Data integration from multiple sources for a holistic view

2.3 Customer and Product Analytics

- Analysing customer behaviour and segmentation
- Customer lifetime value (CLV) calculation and its implications
- Predictive modelling for customer acquisition and retention
- Generating product insights
- Estimating the product potentiality and feasibility
- Identifying the right price for product launch

2.4 Web and Digital Analytics

- Utilizing web analytics tools (like Google Analytics) to track online behaviour
- Measuring and optimizing the performance of digital campaigns
- Social media analytics for understanding audience engagement and sentiment

2.5 Sales Analytics

- Analysing sales data to identify trends and patterns
- Sales forecasting and optimization techniques
- Role of analytics in enhancing sales performance

2.6 Market Research and Competitive Analysis

- Techniques for conducting market research using analytics
- Analysing competitive landscape using data
- Gleaning insights from market trends to inform strategy

2.7 Marketing Mix Modelling

- Understanding the impact of different marketing variables on sales
- Developing models to optimize marketing spend across channels
- Scenario analysis to predict outcomes of marketing strategies

2.8 Data Visualization and Reporting

- Techniques for effective data visualization
- Tools and best practices for creating insightful marketing reports
- Communicating data-driven insights to stakeholders

➤ Section 3: Mastery in Sales

3.1 Fundamentals of Sales Management

- Overview of sales management and its role in business
- Understanding the sales process and cycle
- Sales strategies and planning

3.2 Customer Relationship Management (CRM)

- Building and maintaining strong customer relationships
- Leveraging CRM tools for sales success
- Strategies for customer retention and loyalty

3.3 Sales Techniques and Skills

- Advanced selling techniques and persuasive communication
- Negotiation skills and tactics for closing deals
- Handling objections and difficult sales situations

3.4 Digital Sales and E-commerce

- The rise of digital sales channels and e-commerce
- Strategies for successful online selling
- Utilizing digital tools for enhancing sales

3.5 B2B Sales

- Strategies and challenges in business-to-business sales
- Relationship building in B2B environments
- Managing long sales cycles and large accounts

3.6 Sales Team Management and Leadership

- Building and leading high-performing sales teams
- Training and development for sales professionals
- Motivation and incentive strategies

3.7 Global Sales Strategies

- Approaches to international sales and global markets
- Cultural considerations and adaptation in global sales
- Strategies for managing cross-border sales teams

In-Campus Immersion

The dates for the 2 day In Campus immersion session to be held at IIM Kozhikode will be communicated in due course. Attendance to the in-campus module is MANDATORY for all participants. The in-campus modules are subjected to the conditions that prevail at the point of time. These conditions pertain to the Pandemic or other unavoidable reasons. In case the in-campus immersion cannot be held due to some unavoidable compulsions, adequate alternate options will be made available via online sessions.

Pedagogy

The course participants will engage in a vibrant mix of lectures, workshops, and real-world case studies. The participants connect with a professional network, fostering relationships beyond the classroom. IIM Kozhikode faculty, celebrated for their academic and industry expertise, will guide, challenge, and inspire throughout the journey.

Upon completion, the participants will emerge with a certificate from one of India's premier business schools and a profound understanding and practical skills in Marketing, Analytics, and Sales. This certification is more than an academic achievement; it's a testament to your readiness to lead and innovate in the ever-evolving business landscape.

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



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.
- Diploma Holders (10+3) will be considered on a case to case basis subject to having a minimum of 10 Years of work experience in a supervisory role at the time of applying for this programme.
- For International Participants - Graduation or equivalent degree from any recognized University or Institution in their respective country.
- Minimum of 3 years overall experience in Marketing & Sales function or at least 5 years of work experience in business enterprises in a managerial position.

Who Should Attend

This programme is ideal for mid to senior level professionals with the following qualities

- **Eagerness to Acquire New Skill Sets** - The programme is particularly suited for individuals who are eager to develop new skills and enhance their current competencies. We look for participants who are motivated, curious, and committed to professional growth and learning.
- **Diverse Professional Backgrounds** - We encourage professionals from various industries and functional roles to apply. The diversity in the classroom enhances peer learning and provides multiple perspectives on problem-solving.
- **Aspirations for Leadership Roles** - This programme is ideal for those aspiring to take up leadership roles in their organizations or those looking to broaden their expertise to make a strategic shift in their careers.
- **Commitment to Learning** - Applicants should be committed to the learning process, which includes active participation in all forms of programme delivery like case studies, simulations, group discussions, and hands-on projects.





Programme Directors



Dr Sreejesh S

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

Dr. Sreejesh S is currently working as Assistant Professor of Marketing Management Area at Indian Institute of Management Kozhikode, Kerala, India. 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 Behavior, 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.



Dr M Geetha

Ph.D (IIT Madras)

Prof. M. Geetha is an Associate Professor in Marketing Management area at Indian Institute of Management Kozhikode. She obtained her PhD in Marketing from Indian Institute of Technology Madras. Her research and teaching interests include Consumer Behavior, Retailing and Branding. She has published in major international journals like European Journal of Marketing, Journal of Retailing and Consumer Services, Tourism Management etc.

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 programme.

During the course, 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 successfully. IIM Kozhikode will award the course 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 programme 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.



Features



Live and Synchronous Learning – Live and synchronous instructor led classes imparting interactive and real time learning from eminent faculties from IIM Kozhikode.



Convenient Class Schedule – Live classes are scheduled to suit working professionals.



Practice Based Learning – Gain practical knowledge through case study discussions, class exercises, individual or group activities and peer to peer interactions.



Learn from the Best – Lectures imparted by eminent faculty from IIM Kozhikode.



On Campus Visit – Visit IIM Kozhikode's breathtaking oxy-rich campus to attend in person classes and network with your faculty and fellow participants.



Access to Recorded Sessions – Subsequent to the live synchronous classes, participants can access the recorded sessions for review and revision as and when needed.



Financing Options – Speak to our academic counsellors to know more about the loan and financing options offered by multiple Finance Partners.

Fees

Total Programme Fees - **INR 2,45,000/- + GST**

Above fee includes boarding/lodging charges at IIM Kozhikode Campus during the in-campus sessions.

Payment Options -

Option 1

Make the full payment of INR 2,45,000 + GST upfront.

Option 2

Pay INR 50,000 + GST at the time of registration and avail a loan on the remaining INR 1,95,000 + GST.

Option 3

Make payments as per the Instalment structure.



About the Institute

IIM Kozhikode is the fifth Indian Institute of Management, founded by Government of India in collaboration with Government of Kerala at Calicut in the year 1996. IIMK also holds the credit for having pioneered the Interactive Distance Learning (IDL) Programme for working executives in India. Having started with 300 class contact hours in 2001-02, the year-long Executive Management Education is today the richest available in the country having 450 class contact hours. The Institute today is a leader in Faculty Development Programmes (FDP) and is the major QIP (Quality Improvement Programme) Centre of the All Indian Council of Technical Education, in the field of management education.

IIMK is also one of the few Centres for Development of Digital Libraries in the world and is a country leader. The Institute also has a strong International Exchange Programme for students and faculty with several leading Management Institutes in EU and ASEAN countries like SDA, Bacconi, Jonkoping, Sweden, Copenhagen Business School, Denmark, ESCAP-EAP, France, University of Queensland, Austria, Victoria University of Wellington and so on.

An active member of the Strategic Management Forum, IIMK lays stress on organizing Seminar/Conferences and conducts management programmes for teachers. Leading Management Institutions like IIM Ahmedabad, Bangalore, Calcutta, Indore and Lucknow along with MDI, Gurgaon, XLRI, Jamshedpur and IIFT, New Delhi join hands to conduct week long faculty development programme on various subjects in the field of Strategic and General management.

IIM Kozhikode is ranked 3rd amongst Management Institute in India by NIRF 2023. IIM Kozhikode ranked #5 in the IIRF Ranking 2024 and #1 out of 100 for Management in India in 2024 by The Times Of India. The Institute is ranked #4 in India 72 Globally in Financial Times, Open Enrolment Rankings 2023 and 151+ in QS Masters in Management Rankings 2023.





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