



INDIAN INSTITUTE OF MANAGEMENT CALCUTTA

COMPETITIVE MARKETING STRATEGY

 Programme Director: Prof. Suren Sista

 Programme Dates: February 06-10, 2023

 Programme Venue: MDC, IIM Calcutta



INTRODUCTION

Marketing involves a complex web of activity aimed at creating and delivering superior value to customers. How well a firm's custodians manage this complex web of activity has a very strong bearing on the success of the firm. To be able to navigate this complexity requires a deep understanding of theoretical concepts of marketing strategy and how these apply to real-world problems. Most successful managers are able to do so only after considerable experience gained over time from having engaged with varied situations. In a fast-paced world where managers are expected to learn and deliver at an increasing rate, getting a headstart would be immensely helpful. This programme bridges this gap by providing an understanding of key theoretical concepts of Marketing, and providing tools to hone skills so that participants learn how to apply key concepts to real-world scenarios. The programme uses the world's leading marketing simulation as a platform for simulated decision making using key variables to help participants learn invaluable lessons in strategic marketing and help understand application of Marketing concepts to real-life scenarios. The fun of learning through intense competition in a world-class simulation is an added plus.

OBJECTIVES

- Use the "first principles" of marketing strategy to solve business problems,
- Understand fundamental frameworks, processes, and analysis tools of marketing strategy, and be able to readily apply these concepts when presented with a marketing problem,
- To learn to connect key marketing strategy concepts with brand and firm perspectives, experience effects, product/market portfolios, market segmentation and product positioning, barriers to entry and competitive advantage,
- Hone the skill of generating and analyzing alternative strategies, and implement the selected strategy using the levers of the marketing mix,
- To learn to apply key marketing strategy concepts such as Segmentation, Targeting and Positioning, through data-based decision making,
- Understand the effect of individual decision variables and the effect of their interaction on brand level outcomes and firm profitability in both the short and the long term,
- Get a close appreciation of the role and value of allocation of marketing resources over time, marketing planning, contingency plans and control of marketing activities using a hands-on and immersive simulated experience of a competitive environment.



PEDAGOGY

The programme will draw on current academic research, case studies, and experience sharing of best practices from Indian as well as global companies. The programme will be delivered through a mix of lectures, simulation, and in-class exercises.



WHO MAY ATTEND

- Executives who are already working in the Sales & Marketing functions who wish to deepen their understanding of marketing from a strategic perspective.
- Individuals who wish to pursue a career in Sales & Marketing,
- Executives from other disciplines (HR, Finance, Operations, etc.) who would like to develop a better understanding for Marketing and how it contributes to the performance of the firm.



KEY TOPICS

- The Strategic Marketing Process
- Segmentation and Targeting strategy
- Positioning strategy
- Marketing Mix strategy
- Marketing and Firm performance



PROGRAMME DIRECTOR

Professor Suren Sista is a member of the faculty of Marketing at the Indian Institute of Management Calcutta. He is a Fellow (PhD) of the Indian Institute of Management Bangalore and holds a Post-Graduate in Marketing Communications from Mudra Institute of Communications Ahmedabad. He was the Dr. D C Pavate Research Fellow at Cambridge Judge Business School, University of Cambridge in 2010. Professor Sista was on deputation at LBSNAA, Mussoorie as Professor of Management in 2016 where he was involved in the training of Civil Services Officers.

Professor Sista's ongoing research is in the areas of Marketing, Relationship Marketing, Sports Marketing, and Research Methods. He is an Area Editor (Marketing) of the Journal of Indian Business Research (Emerald Publication). He has undertaken various consulting assignments on the business of sports and entertainment and is active in executive education. Professor Sista teaches core Marketing courses, and elective courses in Relationship Marketing and Competitive Marketing Strategy at IIM Calcutta.

For further details of the Programme you may contact the Programme Director at suren@iimcal.ac.in.

PROGRAMME DETAILS

- **Duration:** February 06-10, 2023
- **Programme Commencement:** 9:00 AM on February 06, 2023
- **Programme Conclusion:** 2:00 PM on February 10, 2023
- **Venue:** Management Development Centre (MDC), IIM C Campus
- **Accommodation:** For Residential participants
 - **Check in:** February 05, 2023 (6:00 pm onward)
 - **Check out:** February 10, 2023 (2:00 pm)



PROGRAMME FEES

- **Residential (R):** ₹ 130,000/- plus taxes and surcharges as applicable.
- **Non-Residential (NR):** ₹ 120,000/- plus taxes and surcharges as applicable.

We would strongly encourage candidates to enroll as Residential participants, as the experience of an MDP is optimized in a full-immersion mode.

Discount on Programme fees:

A discount of 10% on the Programme fees can be availed by an organization if it nominates at least 4 participants for a particular MDP.

TERMS & CONDITIONS

- Participants would have to make their own travel arrangements.
- Accommodation at IIM C will be provided till 2.00 p.m. on the last day of the Programme. Participants staying beyond this time will have to bear additional stay and food charges, which they have to settle directly with the hospitality service provider, conditional upon room availability.
- Cancellation Policy: In case you/your nominated candidate(s) does(do) not attend the programme, 40% of the programme fees will be retained, as per policy.
- Executive Education Alumni: With effect from April 1, 2017, participants of IIM Calcutta's 'Open' MDPs who attend 20 days of learning through two or more Open MDPs will be eligible to apply for 'Executive Education Alumni of IIM Calcutta' status.



HOW TO APPLY

- You can apply/nominate your personnel by clicking on the “Apply Now” link corresponding to the particular MDP, as appearing on our online calendar available at: <https://iimcal.ac.in/mdp/mdp-calendar>
- Once the candidature(s) is (are) approved, the sponsoring authority or participant (in case of self-nomination) will be intimated over email along with the Payment Advice seeking programme fees in advance.
- Programme fees can be remitted online through Electronic Fund Transfer (NEFT/RTGS).
- Upon remitting the fees online, kindly intimate CMDP office with the UTRNo./relevant transaction details through email, so that we can connect your remittance to your nomination(s). Please note that confirmation of participation is subject to receipt of Programme fees by CMDP Office before commencement of the MDP.

IIM CALCUTTA’S RANKINGS AND ACCREDITATIONS

- Triple accreditations by AACSB (Association to Advance Collegiate Schools of Business), AMBA (Association of MBAs) and EQUIS.
- IIM Calcutta is the only B-school in India to be a part of the prestigious CEMS. (The Global Alliance in Management Education or CEMS (formerly the Community of European Management Schools and International Companies) is an international cooperation of leading business schools and universities with multinational companies and NGOs).
- IIM Calcutta has been ranked at No. 2 in India and 59 Globally in the Financial Times Executive Education Ranking 2022. IIM Calcutta had secured 2nd rank amongst all B-schools in India and 21st Globally, in Financial Times: Masters in Management Rankings 2020.



Our correspondence address is as follows:

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For all other details on administrative matters please refer to the ‘Guidelines for Participants’ on our website or e-mail to program_mdp@iimcal.ac.in