

Strategic Marketing for PSUs

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Introduction

Strategic Marketing is an important business function to encounter the challenges posed in the VUCA world. Though we are in the wired world, most of the productive time of the managers is being spent on understanding the consumer perspectives and competitor moves. Functions and tools of marketing are not sufficient to encounter the fast changing market conditions without a strategic perspective. Marketing is no more considered as a functional area, it is being intellectualized as an organizational philosophy, which is termed as strategic marketing. The present programme is specially designed for the PSUs to succeed amidst of the competition that they are facing from the private equivalents.

Programme Objectives

- Gain a strategic perspective of Marketing Management.
- Understand planning, execution and auditing of marketing functions and process.
- Gain insights into the importance of understanding environmental factors in relation to market dynamics in VUCA conditions.
- Discuss on new strategic marketing tools to best suit to the changing consumer behavior and competitor strategies.
- Evaluate the challenges of branding and positioning strategies.

Programme Content

- Functions and tools of marketing with strategic perspective.
- Planning and execution of strategic marketing process.
- Strategic STP with reference to PSUs.
- Strategic positioning and branding for sustainable competitive advantage.

Target Group

The programme is specially designed for middle and senior level managers responsible for marketing functions of public sector organizations. However, the programme is useful for the managers of private sector who would like to strengthen their conceptual base to design marketing strategies.