

Marketing – Planning & Strategy
[August 22 – 23, 2019]
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Introduction

In the new age competition, understanding the market has become more complex. The fierce competition has not left any scope to share market space for mere presence in the market. Now the success mantra is not just using the resources, but strategizing the resources to attain optimum results. This Two Day Programme brings in the thought process to understand the realistic consumer market situation, marketing strategies that worked and effective judgment process in implement marketing strategies.

The programme would utilize a judicious mix of methods which includes:

- ✓ Classroom sessions by instructors from industry and academics
- ✓ Case discussions: The participants are expected to analyze, discuss, and suggest suitable course of action for the situation in the assigned case;
- ✓ Group – exercises and presentation on ideas from the readings and articles given to the participants.
- ✓ Games and Role- plays.

Who Will Benefit?

Senior & Middle Level Managers, Officers from Marketing, Sales and Customer Care Departments from Public and Private Sectors in Manufacturing and Services Sectors, and Government Organizations.