

Tentative Programme Schedule

Day	Session-1	Session-2	Session-3	Session-4
1	Decoding Market Trends and Competitive Landscapes	Leveraging Marketing Research for Strategic Insights	Strategic Market Segmentation, Targeting, and Positioning	Crafting High-Impact Value Propositions
2	Building Brands with Purpose and Distinction	Maximizing Reach through Digital and Social Media Marketing	Smart Selling: Blending Customer Insight with Sales Strategy	Strategic Customer Relationship Management: Building Loyalty and Driving Growth

About IPE

Institute of Public Enterprise, Hyderabad is an autonomous non-profit society devoted to sustained and systematic study of issues relevant to the formulation, implementation, review, monitoring and assessment of policies and programs concerning public enterprises. It is a fast growing B-School with its unique approach of grooming the right talent for the industry and responsible citizens for the society.

Over the last five decades, the Institute has transformed itself into an institution that is engaged in a multi-faceted activity comprising management education, consultancy, management training and research in management & social sciences. IPE has developed from being a research and training organization to an internationally regarded educational institution. IPE is recognized as 'Centre of Excellence' in social science research by Indian Council of Social Science Research (ICSSR), Ministry of Education, Govt. of India in the year 1976.

The Institute is governed by a body of eminent professionals, academics and administrators with Shri. K Madhava Rao, IAS (Retd.), as the President of IPE. Prof S Sreenivasa Murthy, Director of IPE is an exceptional academican with more than two decades of experience and he has been recently appointed as a Vice-Chairman of Association of Indian Management Schools (AIMS), Telangana Chapter.



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A Two Day Management Development Programme on "WINNING MARKETING STRATEGIES IN A COMPETITIVE BUSINESS LANDSCAPE"



Dates : August 21-22, 2025

**Venue: Institute of Public Enterprise,
Osmania University Campus, Hyderabad**

Programme Coordinators

Dr Rambabu Lavuri & Dr Syed Azher Ali

"Winning Marketing Strategies in a Competitive Business Landscape"

"In the midst of chaos, there is also opportunity." — Sun Tzu, The Art of War

Background

In today's dynamic and highly competitive business environment, marketing is no longer just about promotion — it is a strategic function that drives growth, customer value, and long-term sustainability. With rapidly evolving consumer expectations, digital disruptions, and increasing market saturation, organizations must rethink their marketing strategies to stay ahead of the curve. Due to rapid technological advancements, shifting consumer behaviors, and intensifying global competition, traditional marketing approaches are no longer sufficient to ensure business success. Organizations today are under constant pressure to differentiate themselves, deliver superior customer value, and adapt swiftly to market disruptions. This calls for a strategic and agile marketing mindset that goes beyond routine execution.

This 2-day Management Development Programme (MDP) on "Winning Marketing Strategies in a Competitive Business Landscape" is designed to empower professionals and decision-makers with cutting-edge insights, practical frameworks, and actionable tools to build marketing strategies that deliver impact. The programme blends strategic thinking with real-world applications, enabling participants to craft customer-centric, innovation-driven, and data-backed marketing roadmaps that can thrive in volatile market conditions. In an increasingly saturated and unpredictable market, staying competitive is no longer about doing more—it's about doing it smarter. This 2-day Management Development Programme (MDP) offers industry professionals a unique opportunity to step back from daily operations and refocus on the strategic side of marketing. Whether you're aiming to strengthen your brand, refine your go-to-market strategy, or unlock new growth opportunities, this programme will equip you with actionable tools and forward-thinking insights. Led by experienced faculty and industry experts, the sessions are designed to foster practical learning through case studies, group discussions, and real-time strategy exercises. Participants will gain exposure to the latest trends in customer behavior, digital marketing, data-driven decision-making, and competitive positioning—critical elements for success in today's volatile business environment.

Join us to rethink marketing, rediscover your customer, and reimagine your competitive edge.

Objectives

Key Objectives of the Programme

- This programme is designed to provide insights into contemporary marketing strategy frameworks and evolving market dynamics.
- It focuses on equipping participants with the skills to effectively position and differentiate brands in competitive markets.
- The programme enables participants to craft practical and actionable marketing plans aligned with real-world business challenges.

Who Should Attend :

The programme is designed for the Marketing and Product Managers, Brand Strategists and Digital Marketers, Sales and Business Development Professionals, Entrepreneurs and Startup Founders, middle and lower level managers.

Take Away

- Participants will learn how to craft and implement effective marketing strategies, position their offerings uniquely in competitive markets, and build strong, customer-centric brands.
- Gain hands-on exposure to digital marketing tools, analytics, and omnichannel strategies to make informed marketing decisions and measure campaign effectiveness.

Programme Fee : The programme is non-residential. Rs 10,000/- per participant (plus 18% GST) for two days inclusive of professional fee, reading material, lunch, tea and snacks. Accommodation for outstation participants will be facilitated at IPE Hostel on payment basis @ Rs 1500/- Plus 18% GST per day per participant.

The payment can be made through demand draft drawn in favour of "Institute of Public Enterprise", payable at Hyderabad OR Online, the bank details are furnished below:

Bank A/c Name : Institute of Public Enterprise

Bank A/c No. : 52198267621

MICR Code : 500002342

IFSC Code : SBIN0020071

PAN No : AAAT1377G

GST No : 36 AAAT1377G2ZP

Nominations :

Contact Dr Rambabu @ 9866807553 OR Mail to rambabu@ipeindia.org; Dr Syed Azher Ali @ 9860201056 with name, designation, contact number & E-Mail ID of the participants, along with payment details.

Certificate of Participation:

A 'Certificate of Participation' will be issued to each participant after the successful completion of the programme

Venue : Institute of Public Enterprise, Osmania University Campus, Hyderabad

Programme Coordinators

Dr Rambabu Lavuri

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