



Marketing for non-marketing managers

Background

The role of any business is to create customers, and successful companies are ones that are able to do this consistently. Creating customers is, however, not just the role of marketing. An organisation where all functions understand the core principles of marketing becomes significantly more customer focused and consequently better at this critical task of creating new customers.

The program, meant for mid to senior level executives from non marketing functions, will help these executives get a good grounding on the core principles of marketing and its applicability not just for the organisation, but also in their individual functions and careers development.

Content

- The importance and role of marketing in other functions
- Moving from data to information to insights as input to marketing strategy
- Mastering core marketing concepts:
- Managing the product life cycle
- Brand Positioning
- Brand Equity & brand equity models
- Using brand elements to build equity
- Pricing for profit - core principles
- New product development
- Marketing of services
- Principles of developing integrated marketing communication

Pedagogy

The workshop will have a mix of lectures, case studies, discussions and group exercises

Duration

Two-day programme

Profile of the programme director

Two experienced business leaders who have worked at top Indian and MNC firms handling brands that are household names will be conducting this workshop. Briefly they are

JISHNU CHANGKAKOTI:

25 + years of experience in Marketing, Sales and General Management in India and International markets and Teaching at IMT, Ghaziabad. Professional experience at Johnson & Johnson, Paramount Farms, Samsung and Zydus Wellness. Brands handled include Johnsons Baby, Clean & Clear, Band-Aid, Wonderful Pistachios, Samsung Mobile and Sugar Free.

ELKANA EZEKIEL:

30+ years of experience in Marketing, Sales and General Management in India and



international markets and Teaching at IMT, Ghaziabad. Professional experience at Colgate Palmolive, Parle Products, Johnson & Johnson, Samsung and Zydus working on respected brands including Johnson's Baby, Stayfree, Band-Aid, Parle-G, Sugar Free and Samsung Mobile and Consumer Electronics.

Price & Venue

Rs 35,000 per person , IMT Ghaziabad