

Faculty

TMTC is known to engage best of the faculty members in all its programmes. The lead faculty for this programme is Prof D V R Seshadri (IIM Bangalore), Leading academicians & Practitioners and TMTC Faculty members.

Programme Venue

TATA MANAGEMENT TRAINING CENTRE

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TATA MANAGEMENT TRAINING CENTRE



Marketing Gurukul

February 13 - 17, 2012

Programme Overview

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The Marketing Gurukul at TMTTC is a unique 5-day intensive programme that covers approaches and strategies essential for marketing strategists, practitioners, and executives. The programme takes marketing and Non-marketing professionals deep inside the function and is designed to provide most relevant inputs. This year apart from covering the major issues in marketing the programme will also highlight emerging fields like Social Media Marketing and Analytics for Marketing.

The programme adopts a practice based approach whereby modern day challenges of marketers are discussed threadbare and learning is enabled through intensive discussions, faculty inputs, and experience sharing by leading practitioners from the industry. The focus will be on contemporary issues like customer orientation, linkage between value and price, competitive strategies, and emphasizing the relationship orientation. The culmination of the programme aims at re-connecting marketing with the overall business purpose or the mission of the organization.

Programme Highlights

- Aligning Marketing with the Corporate Strategy
- Competitive strategies in marketing
- Market Sensing
- Firms as Customers
- Understanding and interpreting Customer Value
- Approaches to segmentation for better market impact
- Managing channel segments and conflicts
- Product planning
- Enabling service excellence
- Exploring the rural markets
- Managing brand communication effectively
- Customer Relationship Management
- Social Media Marketing

Methodology

The programme will utilize a mix of interesting Class presentations, Case Study Discussions, In-Class Exercises, Innovative field studies and Experience sharing by leading industry experts. Along with the in-class sessions there will be many engaging activities. The best feature of Marketing Gurukul programme is 'Participative learning' as all the participants come from a diversified background and industries.

Who Should Attend

- Marketing planners and practitioners
- Marketing strategy makers
- Business unit heads
- Operations heads
- Managers planning to shift to Marketing from other Functions

Fee

INR 55,000 /- (Fifty Five) Shared accommodation
INR 65,000 /- (Sixty Five Thousand) Single accommodation plus taxes as applicable.

This is a residential programme and the fee includes course fee, cost of instructional material/programme kit, food & accommodation for participants and taxes as applicable.

Last date : for receiving nominations 20th Jan 2012

Discounts :

Early Bird Discount : Nominations received before/on 5th of Jan will be entitled to an early bird discount of 10%.

Group Discount : For every 5 nominations from an organization, the 6th nomination would be at 'no charge' - 6 nominations at the fee of 5 nominations.

Cancellation Policy

Full programme fee would be chargeable for cancellation upto 10 days of the scheduled starting date of the programme. 50% programme fee will be chargeable for cancellation within 11-20 days from the scheduled starting date of the programme. Cancellations will be accepted without any cancellation charges in case the cancellation is requested 20 days or more before the scheduled starting date of the programme.

Programme Director

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