

FORE School of Management
Management Development Program

Marketing Orientation and Decision Making for MSMEs
(Micro, Small and Medium Enterprises)
November 3-4, 2011, FSM Campus, New Delhi

Backdrop

Economic liberalization and globalization has posed new challenges for Indian MSMEs. At one end change in government policies has meant reduction in support and extent of market protection and at the other the entry and proliferation of MNC brands has led to furious competition in markets. This has threatened the very survival of many MSMEs.

In the present changed scenario while knowledge and skills in practice of marketing is critical to those involved in it directly in MSMEs, a marketing orientation and consciousness has become vital for all MSME owners and decision makers.

Objectives

For an MSME owner/manager/executive:

- Developing the marketing mindset, attitude and orientation critical for success of MSMEs
- Acquiring the skill set required for marketing practice in MSMEs
- Understanding the tools and process of decision making in the marketing domain of MSMEs
- Learning to plan and execute marketing programs for MSMEs

Contents

In any MSME:

- Analyzing the enterprise and the environment for marketing
- Understanding and evaluating markets, customers and competition
- Appreciating the value of brand, marketing channels and customer relationships
- Strategic and tactical planning for marketing
- Creating marketing and sales programs for success
- Generating value for organization and customers through marketing offering
- Executing and managing marketing programs

Methodology

Content will be covered through a combination of interactive class sessions, exercises, cases and discussions. Participants are encouraged to bring their work challenges for discussions.

Who May Attend

The program is focused on the needs of owners and managers responsible for and involved in any kind of marketing decision making in any form in MSMEs. However it will be more useful for those who do not have any exposure to marketing practice but are responsible for any kind of decision making in an MSME at any level and in any sector be it manufacturing, trading or services.