

FORE School of Management

Management Development Program on Marketing: The Winning Concepts and Practices August 29-30, 2011, FSM Campus, New Delhi

Introduction

Marketing is one of the most visible action areas of an organization as this is the only management function that brings in revenue or the benefits that the organization is seeking. It is widely believed that every organization – whether it is a commercial firm or a non-commercial firm – needs marketing inputs at all times. It is also believed that implementation of a proper marketing plan can turnaround a loss making enterprise. The contemporary research brings out, however, that the marketing function has not been professionally understood well. As a result, it has often failed to deliver desired results. If the marketing understanding is not relearned on a continuous basis, the practice of marketing cannot result in pleasing results.

Anticipating the need to overhaul marketing and to improve its contribution to the organization's success, the proposed management development program focuses on the winning principles and practices in marketing.

Objectives

The course will focus on developing a clear understanding of marketing concepts and acquiring skills in application of the marketing principles in different contexts and exposes the participants to the functional school of marketing thought. The scope has been decided to include the basic exchange process, development of marketing discipline, marketing systems, segmentation, positioning, targeting, understanding customer relations, marketing mix elements, etc.

Contents

- Contemporary marketing understanding
- Efficient Vs. effective marketing plan
- Dimensions of winning marketing
- Innovative branding
- Winning through pricing
- Customer service as a winner
- Building relations with customers

Who May Attend

The program is strongly recommended to all marketing professionals. The non-marketing professionals stand to gain much more from the program output. In order to maximize the gains, the nominating organizations may consider registering a team of executives instead of individuals.