

Our other Management Development Programmes

Sl. No.	Programme Title	Dates
1.	Building Business Intelligence from Social Media	April 24, 2017
2.	Strategic Sourcing	May 1-2, 2017
3.	Online Payment Systems and Data Security	May 5, 2017
4.	Google: Search Engine Optimization and Search Engine Marketing (SEO and SEM)	May 18-19, 2017
5.	How to Summarize and Present your Business Data	May 29, 2017
6.	Effective Purchasing Skills	June 5-6, 2017
7.	A Consultants' Tool-Kit for Solving Strategic Problems & Enhancing Business Performance	June 29-30, 2017
8.	Enhancing Managerial Effectiveness	July 3-5, 2017
9.	Finance for Non-Finance Executives	July 10-12, 2017
10.	Quality Analytics	July 17-18, 2017
11.	Applied Marketing Research Techniques	July 20-21, 2017
12.	Developing an Intrapreneurial Mindset for Effective Leadership	July 24-25, 2017
13.	Advanced Excel Training	July 27-28, 2017
14.	Problem Solving and Decision Making	August 3-4, 2017
15.	Effective Communication for Women in the Workplace	August 9-10, 2017
16.	Advanced Microsoft Excel for HR Managers	August 22-23, 2017
17.	Product Management	August 28-29, 2017
18.	Decision Making Techniques for Managers	August 30-31, 2017
19.	Effective Communication and Presentation Skills	September 4-5, 2017
20.	Project Management	September 5-6, 2017
21.	Spreadsheet Modeling for Financial Analysis	September 7-8, 2017
22.	HR Analytics and Social Media	September 11-12, 2017
23.	Effective Negotiation Skills	September 13-15, 2017
24.	Digital Marketing: Winning Concepts and Practices	September 18-19, 2017
25.	Coaching & Mentoring for Personal and Professional Success	October 9-10, 2017
26.	Written Business Communication	October 26-27, 2017
27.	Assessing Geopolitical Risks for Doing Business in Asia-Pacific Region	November 9-10, 2017
28.	Advanced Microsoft Excel for Managers	November 15-16, 2017
29.	Restructuring and Business Valuations	November 20-21, 2017
30.	Nurturing the 5th Dimension of Leadership	November 27-28, 2017
31.	Superannuation Planning	December 4-5, 2017
32.	Customer Management in a Digital Marketing Space	December 7-8, 2017
33.	Enhancing Assertiveness & Positive Attitude	December 11-12, 2017
34.	Strategic CSR: From Agenda Building to Impact Measurement	December 14-15, 2017
35.	Creating Winning Sales Teams	December 18-19, 2017
36.	Foreign Exchange Risk Management	December 21-22, 2017
37.	Managerial Leadership and Team Building	January 11-12, 2018
38.	Social Media Marketing and Social Listening	January 15-16, 2018
39.	Crisis Communication	January 18-19, 2018
40.	Data Analytics: Introduction to R Software	January 24, 2018
41.	Enterprise Risk Management for Creating Risk Intelligent Organisation	February 5-6, 2018
42.	Marketing Strategies for Winning in India and Emerging Markets	February 8-9, 2018
43.	Enhancing Personal Branding - Building Your Pathway to Professional Success	February 15-16, 2018
44.	Financial Reporting as per Converged Indian Accounting Standard	March 8, 2018

ABOUT THE INSTITUTE

Foundation for Organisational Research and Education (FORE), a non-profit autonomous organisation, was established in 1981 as a Center for Excellence for research, consultancy, training and management education by renowned professionals of global acclaim from Government and corporate sectors. With a view to meeting the needs of professional education of excellence in Management, FORE School of Management, New Delhi under the aegis of FORE was established in 1992. FORE has been working closely with industry and academia for developing contemporary new domains of managerial thought and education and contributing to the process of building leaders in today's global business environment. FORE has been setting benchmarks in management education for the last over 25 years. This is aptly reflected in the Top rankings by leading B-Schools surveys of the country and in a recent survey conducted by CRISIL – a leading Ratings, Research, Risk and Policy Advisory Company in India – has rated FORE with A*** (the highest rating level) for the Delhi-NCR and A** for the National level for both the two-year PGDM and PGDM (IBM) Programmes. Located in the heart of South Delhi, FORE provides contextual learning and helps in the development of students as thinking professionals, who have the ability to meet the upcoming challenges for tomorrow's corporate leaders. The Programs offered at FORE aim at developing multiple skills including managerial decision-making, problem-solving, analytical reasoning, communications, creativity and innovation. The Institute has a Board of Directors with representatives from Government, academic institutions and industry. The Institute has also an Academic Council consisting of eminent professionals from industry, government and other academic institutions. FORE takes pride in its professional and high-quality faculty in the fields of Communications, Economics, Finance, Human Resource Management, Information Technology, International Business, Marketing, Operations and Strategy. The faculty are drawn from leading national and international institutions and industries who are engaged in extensive research and consultancy, and possess a myriad of management skills. Eminent personalities and senior corporate professionals are invited from time to time to share their experiences and discuss real world managerial practices and market opportunities and challenges.

With a sharp focus on Management Education, Management Development Programmes, Consulting and Research, and with 38 full time well qualified faculty FORE stands amongst the Top Business Schools in the country.

FORE conducts MDPs to equip managers with knowledge, skills and attitudes required for effectively responding to global developments and competitive requirements. Our MDPs are designed with an appropriate blend of conceptual and experiential learning. Apart from open programmes, FORE conducts customized In-Company Programmes tailored to suit organisation's needs on topics/areas specifically required by an organisation. These Management Development Programmes (MDPs) are either custom-designed to suit client requirements or are offered by faculty on a specific theme to meet various client needs.

For any other information, please contact:

Executive Education Office

FORE School of Management

Adhitam Kendra

B-18, Qutub Institutional Area, New Delhi 110016.

Phone: (011) 2685 6301 (Direct), 4124 2424-33 (Extn. 471 & 498)

Fax: (011) 2652 0509

E-mail: exed@fsm.ac.in, Website: www.fsm.ac.in

Management Development Programme
on

Marketing Strategies for Winning in India and Emerging Markets

February 8-9, 2018

FORE Campus, New Delhi

Programme Director:

Prof. Anupam Narula



Imparting Knowledge for Exploring New Horizons



**FORE School of Management
New Delhi**

INTRODUCTION

This course examines what it takes to lead and manage multinational firms in India and other emerging markets that have many similar characteristics.

India is on the minds of business leaders everywhere. Within a few decades it will be the world's most populous nation and one of its largest economies. India is also a complex and challenging market, with a reputation for corruption, uncertainty, and stultifying bureaucracy. Many global companies are therefore cautious when it comes to investing in India. But with a \$2 trillion economy growing at 5-6%, it is not a market that can be ignored. Succeeding in India therefore becomes a litmus test for a company's ability to succeed in other emerging markets. If you can win in India, you can win everywhere.

Emerging markets like India are very tough places, but the biggest obstacle to success for most multinational firms in them may be the internal culture and mind-set at headquarters. The unwillingness to make a long-term commitment to the new market or to adequately trust local leadership, combined with the propensity to rigidly replicate the products, business models, and operating systems that have worked at home country, drives many companies to a "midway trap" that results in these markets remaining an irrelevantly small contributor to global growth and profits.

OBJECTIVES

The programme focuses on the critical marketing components required to compete and win in complex and challenging environment of India and Emerging Markets. This hand-on programme helps you to explore leading marketing practices to be designed for dealing with the chaos- and how to even prosper from it? How to handle corruption, bureaucratic logjams, and policy uncertainty and how to develop winning strategy for India and emerging markets.

CONTENTS

- Emerging Challenges for global firms in India.
- Exploiting growth opportunities and the midway trap.
- Identifying and deciding where to Compete/ Analyzing Market Segments,
- Country leadership and talent issues in Emerging Markets like India
- Managing in chaotic Environment and how to prosper from it.
- India as Innovation Laboratory for the world and emergence of Indian MNCs.

PEDAGOGY

The Programme will be highly experiential and interactive, comprising case studies, exercises, classroom lectures, articles and video presentations of industry experts. The programme is designed on the participant centric learning approach.

WHO SHOULD ATTEND

This program is of great interest, if you are a senior management executive, entrepreneur, and marketing professional who are responsible for developing and implementing marketing strategies, both domestically and in Emerging Markets. It is designed for Indian domestic companies and Multinational companies seeking to penetrate further into Indian and Emerging markets.

DURATION & VENUE

Dates: February 8-9, 2018

Venue: FORE School of Management, B-18, Qutub Institutional Area, New Delhi 110016

FEE

Non-residential: Rs. 16,000 per participant (plus GST @18%) covering professional fee, programme kit and tea/lunch.

Residential: Rs. 26,500 per participant (plus GST @18%) covering professional fee, programme kit and boarding and lodging (air conditioned single room) at Hotel Residency Resorts (P) Ltd./Qutab Residency, New Delhi or equivalent from **noon of January 23, 2018 till noon of January 25, 2018.**

Discounts

- Early bird discount of Rs. 2,400 per participant for nominations received on or before January 17, 2018.
- One complimentary nomination on non-residential basis for every group of three nominations from the same organization, i.e., 3+1 participants for the fee of 3 participants.

Fee is payable in advance by way of Local Cheque/ DD in favor of "FORE School of Management" payable at New Delhi. You can also make online payment of fees by logging on to FORE website www.fsm.ac.in/mdpcalendar_201718.html

REGISTRATION

The registration form duly filled in along with the Programme fee should reach us at least 7 days before the commencement date of the Programme. You can also register & pay online by logging on to FORE website www.fsm.ac.in/mdpcalendar_201718.html. In case of subsequent withdrawal or cancellation of registration no refund of fee will be allowed. However, substitute(s) may be permitted with prior intimation.

CERTIFICATE OF PARTICIPATION

The Institute issues a certificate of participation on conclusion of the programme.

FACULTY

The faculty members of the Institute will take the programme sessions, except for a few sessions that may be taken by guest speakers.

PROGRAMME DIRECTOR

Prof. Anupam Narula, Faculty of Marketing is M.A (Eco), PGDBM (Marketing) and Ph.D (Eco) and brings with him more than 19 years of rich experience in teaching, research and industry. He is silver Medalist in PGDBM. He was Area Chairman Marketing at FORE from 2012-2014. He was also Professor-in-Charge Alumni Relations at FORE for 4 years from 2011-2015. Prior to joining FORE, he successfully held various administrative & academic responsibilities as Director, Dean, Officiating HOD, Founder and Coordinator for many new Management Education programs. He had undertaken various institutional building activities with premier and upcoming B-Schools in National Capital Region. He has presented papers in various reputed international and national conferences and published research papers and articles in reputed journals, magazines and edited books. He has travelled extensively in U.S.A, Singapore, Italy, China, Russia, Malaysia, Vietnam, Thailand & Uzbekistan as part of his research work. He is on the Editorial review board of two international and three national refereed journals. He has been invited as external expert member by various Indian universities and premier management B-schools. He has taught Consumer Behavior, Service Marketing, International Marketing, Advertising and Brand Management and Marketing Management at reputed business schools in NCR. His research and training areas of interest include Consumer Behavior, Service Marketing, International Marketing Management and Indian Higher Education. He has conducted MDPs for corporate executives in both public and private sector organizations like TATA chemicals Ltd, IRCTC, MTNL, Mahagun Group, Sentiss pharmaceuticals, Tata Pigments Ltd, Jain Irrigation systems Ltd, Oriental Refractories Ltd, G.D Foods Mfg. Pvt. Ltd., Directorate General of Resettlement Indian Army and many others. He can be reached at <anupam@fsm.ac.in>.

FORE School of Management
Management Development Programme

Marketing Strategies for Winning in India and Emerging Markets

February 8-9, 2018

Registration Form

Name: _____

Designation: _____

Organisation: _____

Office Address: _____

Phone: Office _____

Mobile: _____

Email: _____

Fax: _____

Your expectations from the Programme: _____

Residential / Non Residential _____

Payment Options

Online Payment

Programme fees can be paid through credit / debit card / net banking. Please logon to FORE website www.fsm.ac.in/mdpcalendar_201718.html for online registration and payment.

Offline Payment

Programme fees can be paid through Local Cheque / DD
If attached please give details

Local cheque / DD No. _____ Date _____ Amount _____

Signature

(Please return the completed form by post, or fax (011 2652 0509)
or email: exed@fsm.ac.in, to:

Executive Education Office
FORE School of Management
B-18, Qutub Institutional Area
New Delhi 110 016

Note: Please feel free to make copies of this form for additional registrations.