

# MARKETING FOR FAST-TRACK MANAGERS

**DURATION: 2 DAYS**

## PROGRAM CONTEXT

The heart of any business is demand generation. The responsibility for creating sustained long-term demand for the firm's brands traditionally rests with Marketing. This team creates the brand strategy and develops advertising, promotions, etc. that generate demand for the company. While an executive in another function may not work directly on Marketing, a good understanding of Marketing becomes an essential skill as the executive progressively takes on senior roles in an organization. At middle and senior levels, it is critical for all managers to have a solid understanding of Marketing.

This workshop is meant to equip managers from all functions with the fundamental knowledge and tools needed to understand how Marketing works. At the end of this workshop, a manager will be able to not just understand how the Marketing function operates, but also be able to assess and give valuable inputs that can help shape and strengthen Marketing programmes and make them more effective.

## LEARNING OBJECTIVES

- Understand what Marketing does and why it is important
- Become familiar with core Marketing processes that create and maintain strong brands over time
- Learn why critical brand decisions need to be based on the Voice of the Customer and how to generate strong insights based on this
- How to monitor brand performance and fine-tune marketing programmes based on consumer feedback

## DELIVERABLES

This workshop style program will cover the following topics

- Importance and role of Marketing for all functions
- Moving from data to information to insights as the basis of brand strategy
- Brand Positioning and Brand Equity
- Using Brand Elements to build Brand Equity
- Pricing for Profit
- New product development
- Marketing of services
- Developing Integrated Marketing Communication

## PEDAGOGY

The workshop will be highly interactive and there will be lectures, group and individual assignments, case study-based problem solving and experience sharing.

## TARGET GROUP

The programme is targeted at entry level to middle management non-Marketing executives who seek a formal understanding of the core Marketing concepts, principles and processes which will make them more consumer centric in their decision making irrespective of their primary functional responsibilities. Typically, it will appeal to say a Sales Manager who has never done a stint in Marketing or to an R&D team leader who wants to understand the nuances of brand success and how critical product decisions can be sharpened based on consumer insight. Finance executives who view the business through a P&L lens will come to appreciate the importance of sustained brand support and the myriad of media choices that are available to deliver the brand's positioning.

## PROGRAM DIRECTORS



### **Prof. Jishnu Changkakoti**

Prof. Changkakoti is a marketing professional with over 23 years of experience in companies such as Johnson & Johnson and Samsung across multiple countries around the world.

He is a graduate of NIT Calicut, IIM Calcutta, and of the Executive Program in Mastering Design Thinking from MIT Sloan School of Management. In IMT Ghaziabad, Prof. Changkakoti teaches various courses in Marketing. In addition to his teaching duties, he is also a marketing consultant and trainer, and is a member of the consultant's panel for Stanford University's Seed programme.



### **Prof. Elkana Ezekiel**

Prof. Elkana Ezekiel is an MBA from XLRI Jamshedpur with 28 years of FMCG industry experience in Marketing, Sales and General Management. He has worked in multiple product categories such as food, personal care, baby toiletries, feminine hygiene and OTC handling respected brands such as Parle-G, Stayfree, Johnson's Baby, Band-Aid, Anacin, Savlon, Sugar Free and Nutralite. His work experience includes companies like Parle Products, Johnson & Johnson, Samsung and Zydus Wellness. In the course of his career Elkana has worked both in India and in the Asia-Pacific Region and held leadership positions such as VP (Marketing) at Johnson & Johnson India and Regional Marketing Director Johnson's Baby Asia-Pacific based in Singapore. His last full-time industry role was as Managing Director of Zydus Wellness Limited.

Since 2015, Prof. Elkana has been pursuing a career in teaching and business consulting. He has been with Institute of Management Technology Ghaziabad as an Adjunct Faculty in the Marketing Area since July 2016 and teaches students in the MBA full time program. His courses include Pricing for Value, Marketing Management, Product and Brand Management and New Product Management.

## ADMINISTRATIVE DETAILS

**Date(s):** February 24 and 25, 2022

**Mode:** Offline (Residential)

**Venue:** IMT Ghaziabad (Institute of Management Technology, Raj Nagar, Ghaziabad-201001)

**Fee:** Rs 25,000 per participant (plus 18% GST as applicable) covering professional fee, program kit and boarding/lodging.

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