



<b>Management Development Programme on Marketing Management</b> 24th to 28th September, 2018 Sponsored by: Ministry of Heavy Industries and Public Enterprises, Government of India.		
PROGRAMME SCHEDULE		
TIME	TOPIC	Speaker
<b>Day One : 24 September, 2018</b>		
09:00AM - 09:30AM	<b>Registration</b>	
09:30AM - 10:00AM	Ice Breaking Session High Tea and Group Photograph	Dr. Pratul Ch. Kalita
10:00AM - 10:30AM	<b>Inauguration</b> Director General, Ministry of Heavy Industries and Public Enterprises Director, Dean - Alumni and External Relations, HoD - Department of Design and Mechanical Engg and Faculty members of IITG.	
10:30AM - 11:30AM SESSION – I	<b>Marketing Issues and Challenges</b> ( <i>Lecture and discussions</i> ) Marketing Management issues in Indian enterprises. Global marketing environment. Marketing challenges of CPSE and SLPEs.	Dr. Bhupati Kumar Das
11:30AM - 11:40AM	<b>Tea Break</b>	
11:40AM - 12:40PM SESSION – II	<b>Marketing Issues and Challenges</b> ( <i>Lecture and discussions</i> ) Recent successful, break-through innovative real life marketing success story, Rare examples in the marketing annals in the world	Dr. Bhupati Kumar Das
12:40PM - 1:15 PM	<b>Interaction</b> Successful launching of companies/ brands	Dr. Bhupati Kumar Das
01:15 PM - 02:15 PM	<b>LUNCH</b>	
02:15 PM - 03:30 PM SESSION – III	<b>Marketing Management Overview</b> ( <i>Lecture and discussions</i> ) Basic concept of Marketing Management. 4Ps of Marketing, Product Line and Product Mix, Segmentation, Target and Positioning.	Dr. Pratul Ch. Kalita
03:30PM - 03:45 PM	<b>Tea Break</b>	
03:45PM - 05:00 PM SESSION – IV	<b>Innovative Marketing Management</b> ( <i>Lecture and discussions</i> ) Design and Innovation for achieving competitive advantage. Idea generation. Identification of innovative marketing ideas. New Product/ Service development process, Method and Strategy. Value Exploration, Creation and Delivery.	Prof. Ravi Mokashi Punekar
<b>Day Two : 25 September, 2018</b>		
09:00 – 10:00 AM SESSION – I	<b>Marketing Strategy</b> ( <i>Lecture and discussions</i> ) Marketing Management Practices Evolution and Relevance – in the context of CPSE/SLPEs	Shantikam Hazarika



10:00AM – 10:15AM	<b>Tea Break</b>	
10:15AM- 11:30AM SESSION – II	<b>Marketing Strategy</b> ( <i>Lecture and discussions</i> ) Strategic Marketing issues in Indian enterprises. Marketing strategy formulation for CPSE and SLPEs in present business environment.	Shantikam Hazarika
11:30AM-12:45PM SESSION – III	<b>Supply Chain Management</b> ( <i>Lecture and discussions</i> ) Concept, tools and techniques of SCM and application in Marketing Management.	Dr. Rohit Joshi
12:45 PM-1:45PM	<b>LUNCH</b>	
01:45 PM - 03:00 PM SESSION – IV	<b>Supply Chain Management</b> ( <i>Lecture and discussions</i> ) Concept, tools and techniques of SCM and application in Marketing Management. ( Contd.)	Dr. Rohit Joshi
03:00PM-03:15PM	<b>Tea Break</b>	
03:15PM - 04:30PM SESSION – V	<b>Forecasting</b> ( <i>Lecture and discussions</i> ) Forecasting methods, tools and techniques. Forecasting applications in Marketing Management	Dr. Deepak Sharma
<b>Day Three : 26 September, 2018</b>		
09:00 – 10:00 A.M. SESSION – I	<b>Marketing Research</b> ( <i>Lecture and discussions</i> ) Concept, tools and techniques of qualitative and quantitative marketing research. Technology capabilities and opportunities in marketing research.	Dr. Pratul Ch. Kalita
10:00AM - 11:15AM SESSION – II	<b>Marketing Research</b> ( <i>Lecture and discussions</i> ) Concept, tools and techniques of qualitative and quantitative marketing research. Technology capabilities and opportunities in marketing research.	Dr. Pratul Ch. Kalita
11:15AM - 11:30AM	<b>Tea Break</b>	
11:30AM -12:45 PM SESSION – III	<b>Connecting With Customers</b> ( <i>Lecture and discussions</i> ) Creating Customer Value, Satisfaction and Loyalty, Consumer Behaviour, Analyzing Consumer Markets	Dr. Irfan Ullah
12:45AM - 01:45 PM	<b>LUNCH</b>	
01:45PM - 03:00 PM SESSION – IV	<b>Connecting With Customers</b> ( <i>Lecture and discussions</i> ) Market Segmentation, Target and Positioning, Analyzing Business Markets, Identifying Market Segments and Targets	Dr. Irfan Ullah
03:00PM - 03:15PM	<b>Tea Break</b>	
03:15PM - 04:30 PM SESSION – V	<b>Shaping The Market Offerings</b> ( <i>Lecture and discussions</i> ) Creating Brand Equity, Crafting the Brand Positioning, Dealing with Competition. Setting Product Strategy, Designing and Managing Services, Developing Pricing Strategies and Programs.	Dr. Irfan Ullah



<b>Day Four : 27 September, 2018</b>		
09:00AM - 10:00AM SESSION – I	<b>Marketing Strategy Formulation (Group activity)</b> Group formation & selection of topic for a marketing strategy project. Brainstorming for analysis of business environment and marketing mix.	Dr. Pratul Ch. Kalita
10:00AM - 11:15AM SESSION – II	<b>Materials Management and Logistics (Lecture and discussions)</b> Inventory Management concepts, Tools and Techniques, Transportation Optimization for Effective Marketing.	Dr. Sukhomay Pal
11:15AM - 11:30AM	<b>Tea Break</b>	
11:30AM - 12:45 PM SESSION – III	<b>Group Activity</b> Formulation of Marketing Planning and Strategy, Marketing Mix, Strategy, Product and Service mix, Tapping into Global Markets	Mr. Amit Bakshi
12:45PM - 01:45PM	<b>LUNCH</b>	
01:45PM - 03:00PM SESSION – IV	<b>Group activity:</b> Formulation of Segmentation Target and Positioning strategy, Pricing Strategies, SCM, Inventory and Logistics Strategies.	Mr. Amit Bakshi
03:00PM - 03:15PM	<b>Tea Break</b>	
03:15PM - 04:30 PM SESSION – V	<b>Creating Successful Long-Term Growth</b> Marketing and Corporate Social Responsibility, Societal Marketing Strategies, Marketing Stakeholder Management	Mr. Amit Bakshi
<b>Day Five : 28 September, 2018</b>		
10:00AM - 11:15AM SESSION – I	<b>Integrated Marketing Communication</b> Designing and Managing Integrated Marketing Communications, Visual Communication Strategies	Dr. D. Udaya Kumar
11:15AM – 11:30AM	<b>Tea Break</b>	
11:30AM - 12:45PM SESSION – II	Group Presentation and Discussions	All Participants
12:45PM - 01:45 PM	<b>LUNCH</b>	
01:45PM - 03:00PM SESSION – III	Group Presentation and Discussions	All Participants
03:00PM - 03:15PM	<b>Tea Break</b>	
03:15PM - 04:30 PM	Valediction	