

Senior Executive Development Program in Sales & Marketing Leadership – The CMO Program

11 Months | Online | Top Faculty

Starts January 2025



Message from the Program Directors

Dear Esteemed Participants,

A warm welcome to the **Sales & Marketing Leadership – The CMO Program** at XLRI. As the Program Directors, it's our pleasure to extend congratulations on choosing this transformative journey.

Our meticulously crafted **Sales & Marketing Leadership – The CMO Program** aims to empower you with the essential skills, Marketing Insights, and Sales Leadership Acumen crucial for navigating the complexities of today's business landscape.

Whether you're a seasoned executive looking to sharpen your Sales & Marketing skills or an aspiring leader ready to embrace greater responsibilities, this program will provide you with a solid foundation for personal and professional growth.

Prepare to immerse yourself in a comprehensive learning experience that not only enhances your **sales & marketing acumen but also nurtures the leadership qualities** necessary to guide organizations through the strategic challenges and opportunities of today's business world.



Prof. Sanjeev Varshney

Program Director | CMO Program



Dr. Narasimhan Rajkumar

Program Director | CMO Program

Why XLRI Sales & Marketing Leadership Program?

XLRI

Learn from India's Premier
Institution

Rank 1

Ranked India's Number 1
Private Business School

**Alumni
Status**

Get Executive Education
Alumni Status from XLRI

**Campus
Immersion**

Attend 5 days Campus
Immersion at XLRI Jamshedpur



Trending Sales & Marketing Leadership Skills in 2025

**Strategic
Leadership**

**Marketing
Strategy**

**GTM
Strategy**

**Digital
Marketing**

**AI & C-Suite
Leadership**

**Analytics for
Leaders**

Strengthen your understanding of Marketing Strategy & Leadership principles to propel your organization's growth in just 11 months. Master contemporary marketing techniques to become a world-class marketing leader.

Who should enroll in this Program?

Unlock your marketing potential with the **Sales & Marketing Leadership – The CMO Program**. Ideal for emerging marketing leaders and ambitious professionals. Gain a profound understanding of marketing strategies and elevate your leadership skills. Accelerate your career as an entrepreneur or marketing leader. Master marketing strategy, business strategy, leadership acumen & financial management.





**Embark on a
Transformative
Journey!**

XLEAD - Senior Executive Development Program in
Sales & Marketing Leadership – The CMO Program

Why choose XLRI for Chief Marketing Officer Program?

Highly Reputed Business School

XLRI is one of the oldest and highly reputed business schools in India, with over 75 years of legacy in the education sector. Ranked amongst top 5 B-Schools in India.

Comprehensive Management Education

Gain comprehensive understanding of various aspects of Marketing Strategy & Leadership, including Product Marketing, Go-to-Market & C-Suite Leadership.

Strong Executive Alumni Network

XLRI has a strong alumni network, providing valuable networking opportunities and access to a wide range of industries and sectors.

Gain a Competitive Professional Edge

This Program will provide you with a competitive edge in the job market increasing your opportunities.

Advance Your Career

The program is designed for mid-career professionals aspiring to transition into Marketing & Leadership roles.

Experienced Faculty

The faculty at XLRI are highly experienced in their respective fields, bringing a wealth of knowledge and expertise to the classroom.

Chief Marketing Officer Program Syllabus

Learn what matters in 11 months!



What you'll learn

Pillar 1: Marketing Leadership

Module 1: Foundations of Strategic Leadership

- Topic 1:** Critical Thinking & Decision-Making
- Topic 2:** Problem-Solving Skills for Leaders
- Topic 3:** Strategic Vision & Planning
- Topic 4:** Change Management

Module 2: Leadership in Marketing Role

- Topic 5:** Key Attributes of a Marketing Leader
- Topic 6:** Creating & Leading Winning Team
- Topic 7:** Conflict Management & Resolution
- Topic 8:** Managing Performance

What you'll learn

Module 3: Marketing Strategy

- Topic 9:** Marketing Strategy Formulation
- Topic 10:** Elements of Value- Hierarchy of Customer Needs
- Topic 11:** Value Proposition Design & Communication
- Topic 12:** Rethinking Product & Customers
- Topic 13:** Strategic Marketing Alliances: Analysis, Planning, Implementation & Control
- Topic 15:** Strategies for New Markets
- Topic 16:** Managing Marketing 4.0
- Topic 17:** Designing winning Sales & Marketing Structures
- Topic 18:** Integrated Planning

Module 4: Digital Marketing

- Topic 19:** Digital Marketing Strategy & Planning
- Topic 20:** Social Media Marketing & Brand Engagement
- Topic 21:** Budgeting & Media Planning
- Topic 22:** Creating & Managing Dashboards



What you'll learn

Pillar 2: Customer & Product Leadership

Module 5: Customers in Digital Era

- Topic 23:** Developing & Maintaining Customer Centric Organization
- Topic 24:** Understanding Consumer Behaviour
- Topic 25:** Developing Customer Journey Map
- Topic 26:** Segmentation, Targeting & Positioning in Digital World
- Topic 27:** Decoding Consumer Satisfaction
- Topic 28:** Important Consumer Metrics

Module 6: Managing Product Portfolios

- Topic 29:** Structuring Products: Product Based Versus Brand Based
- Topic 30:** Product Line Management -
Developing & Managing New Products
- Topic 31:** Managing Digital Products



What you'll learn

Pillar 3: Sales Leadership

Module 7: Leading New Age Sales Function

- Topic 32:** Model Approach to Resource Requirement & Management
- Topic 33:** Sales Force Structuring & Management
- Topic 34:** Territory Management
- Topic 35:** Sales Automation for Effectiveness & Efficiency

Module 8: Pricing, Profitability & Finances

- Topic 36:** Impact of Price on Quantity, Revenue & Price
- Topic 37:** How to Price - Pricing Strategies
- Topic 38:** Competition & Price Management
- Topic 39:** Financial Impact of Marketing Decisions
- Topic 40:** Budgeting & Financing
- Topic 41:** Controlling Branch Based Financial Functions
- Topic 42:** Managing ROI & Other Financial Metrics



What you'll learn

Module 9: Go To Market

- Topic 43:** Market Potential vs Sales Potential Analysis
- Topic 44:** Setting Distribution Agenda
- Topic 45:** Distributors & Retailer Management
- Topic 46:** Important Distributor Metrics
- Topic 47:** Logistics & Supply Management for Availability & Prof-

What you'll learn

Pillar 4: Analytics, AI & C-Suite Leadership

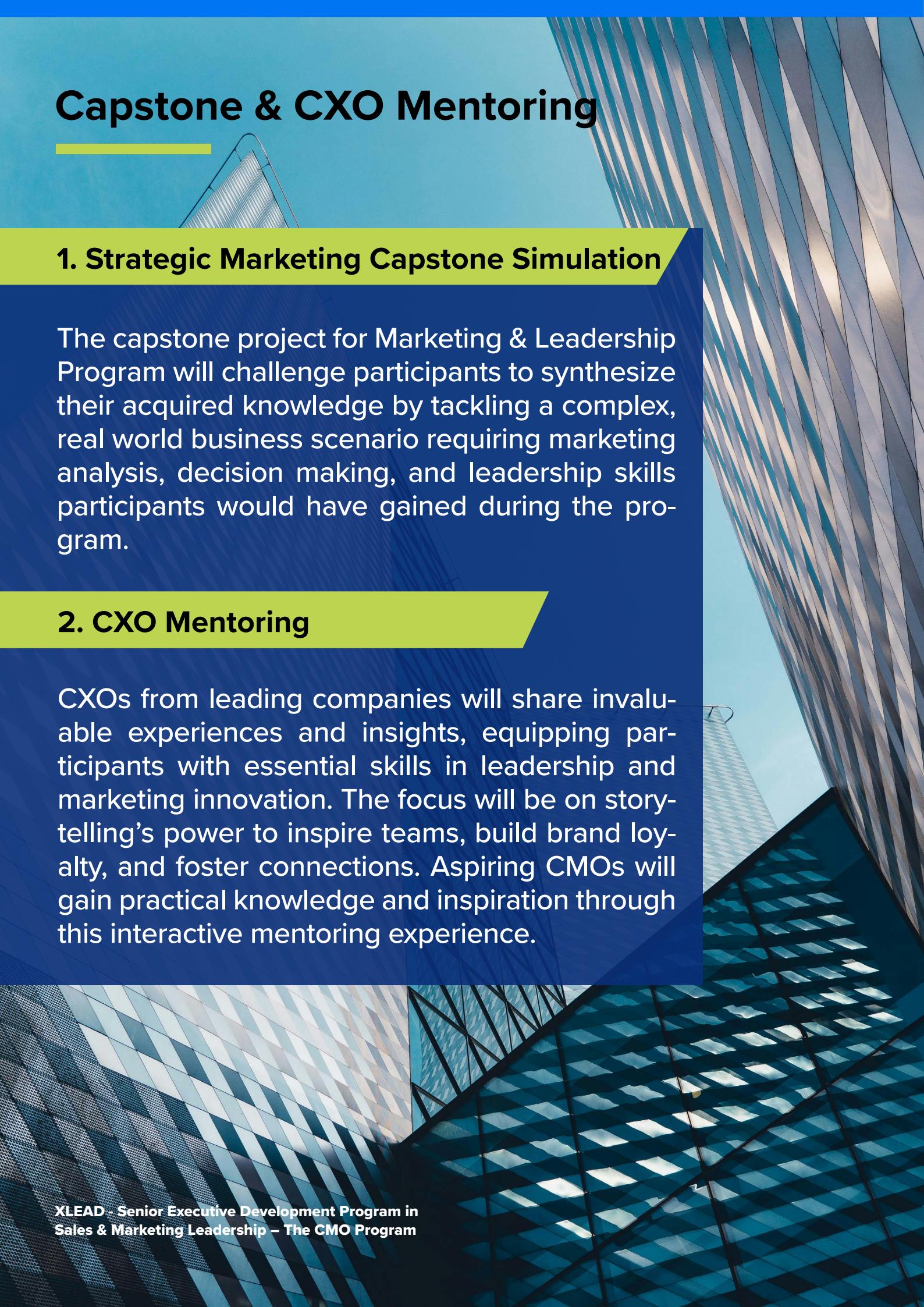
Module 10: Analytics for Marketing & Sales Leaders

- Topic 48:** Introduction to Analytics for Leaders
- Topic 49:** Data Driven Decision Making in Sales & Marketing
- Topic 50:** Marketing Attribution & ROI Analytics
- Topic 51:** Sales Funnel & Pipeline Analytics

Module 11: AI & C-suite Leadership

- Topic 52:** AI & Machine Learning in Sales & Marketing
- Topic 53:** Innovation & Disruption in Marketing & Sales
- Topic 54:** Decision Making at C-Suite leadership
- Topic 55:** Driving Sales & Marketing Alignment at C-Suite Level

Capstone & CXO Mentoring



1. Strategic Marketing Capstone Simulation

The capstone project for Marketing & Leadership Program will challenge participants to synthesize their acquired knowledge by tackling a complex, real world business scenario requiring marketing analysis, decision making, and leadership skills participants would have gained during the program.

2. CXO Mentoring

CXOs from leading companies will share invaluable experiences and insights, equipping participants with essential skills in leadership and marketing innovation. The focus will be on storytelling's power to inspire teams, build brand loyalty, and foster connections. Aspiring CMOs will gain practical knowledge and inspiration through this interactive mentoring experience.

World Class Learning Experience

Experience a dynamic and engaging environment that inspires and challenges you to think critically. Become a world-class Marketing Leader through hands-on learning, collaboration, and interaction with experts in the field.



Live Classes &
Online Interaction



Top Faculty
from XLRI



Life Long
Student Support



Transformative
Simulations



Peer
Learning



CXO
Mentoring

Campus Immersion

Network, Engage, and Interact at the Campus of XLRI Jamshedpur

Get the unique opportunity to participate in **5 Days Campus Immersion** at the beautiful campus of **XLRI Jamshedpur**. Build lifelong connections with your peers, participate in workshops & experience student life at one of the premier Business schools in India.

Some unique features you can expect in the immersion:

- **Networking with Peers**
- **Interaction with Faculty**
- **Offline Classes**
- **Capstone Simulation**
- **CXO Mentoring & Storytelling**
- **Valedictory Ceremony**



Alumni Status

Attain XLRI Executive Education Alumni Status

On successful completion of the **Senior Executive Development Program in Sales & Marketing Leadership - The CMO Programme**, candidates will be eligible for alumni status at XLRI. The benefits of the lifetime membership of alumni status include:

- Access to Alumni Events organised by XLRI Alumni Association
- Access to XLRI Alumni Network Portal
- Alumni Discount on Other Programs
- Access to Online Lectures and Seminars
- Access to Alumni Newsletters and Magazines

**Executive Education Alumni Status Fee: An additional fee of INR 20,000 + GST for a lifetime membership of Alumni Status, payable directly to XLRI upon program completion.*



XLEAD - Senior Executive Development Program in Sales & Marketing Leadership – The CMO Program

Learn from Top XLRI Faculty



**Dr. Sanjeev
Varshney**

Program Director



**Dr. Narasimhan
Rajkumar**

Program Director



**Dr. Basant
Kumar Purohit**

Marketing



**Dr. Rahul
Chandra Sheel**

Organizational Behaviour



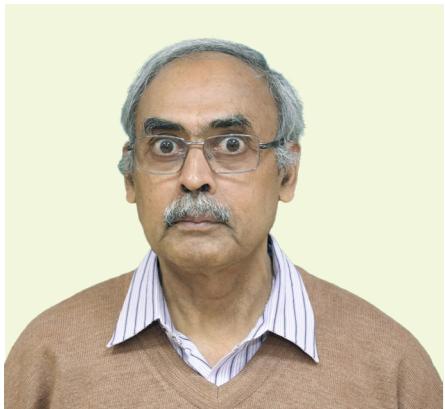
**Dr. Mohit
Malhan**

Marketing



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Learn from Top XLRI Faculty



**Dr. Pingali
Venugopal**

Marketing



**Dr. Saurav
Snehvrat**

Strategic Management



**Dr. Manish
Singhal**

Organizational Behaviour



**Dr. Santosh
Kumar Sangem**

Finance



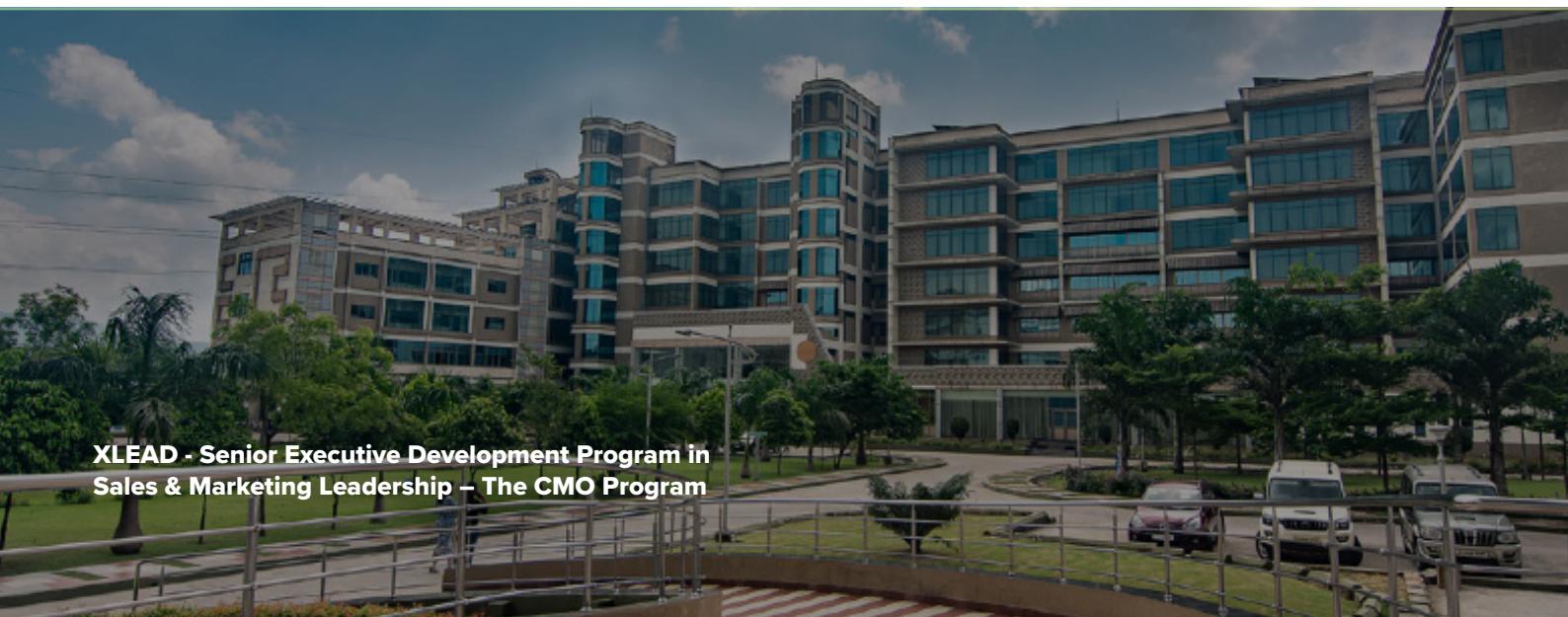
**Prof. Rajiv
Misra**

Operations & Decision Sciences



**Dr. Giridhar
Ramachandran**

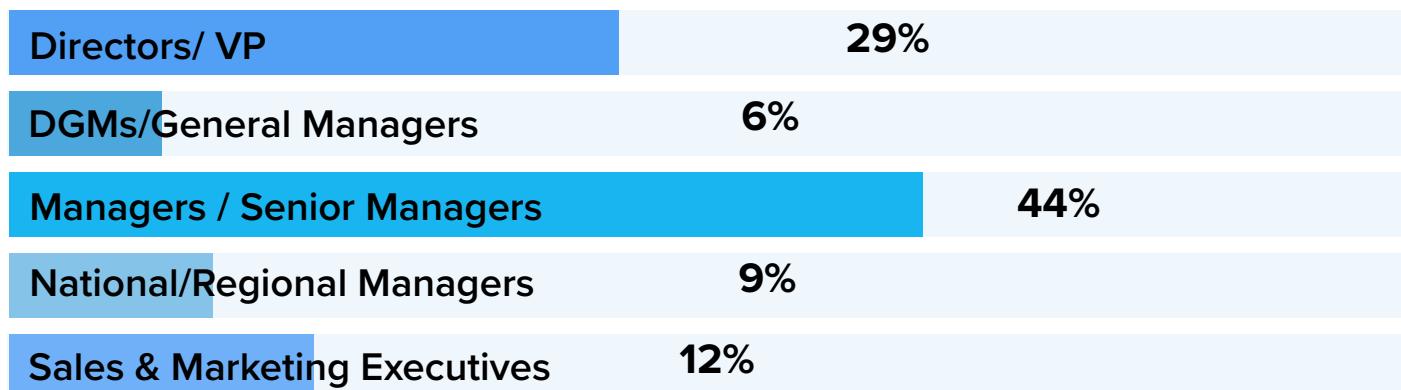
Marketing



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Past Participant Profile

JOB DESIGNATIONS



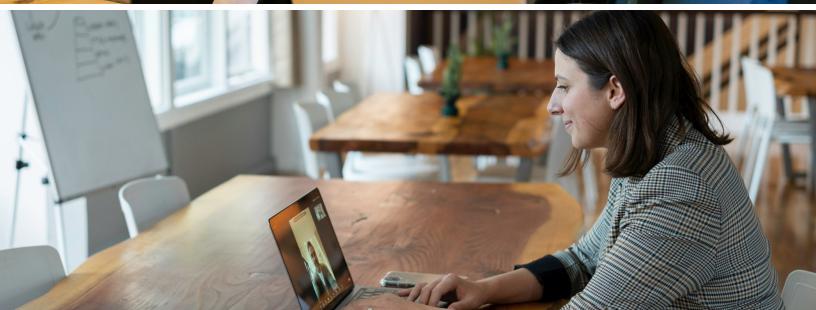
WORK EXPERIENCE



INDUSTRIES REPRESENTED



Career Support with 6 Powerful Sessions by Accredian



1-On-1 Career Counselling

Our career coach will help you with all your career related queries

Resume Preparation

We'll help you craft a sharp resume to boost your shortlisting chances

Simulated Mock Interviews

Participate in a mock interview to be ready for the real thing

Interview Resources

Get access to 2025 Interview Resources

“ Career coaching begins with self discovery and unfolds through strategic guidance. We are here to illuminate your path, amplify your strength, and navigate the terrain of growth with you. ”



Manjusha Jaggi

Career Coach, Accredian

Participant Testimonial



“The program broadened my understanding of **market dynamics** and honed my **leadership skills**. **Real-world applications** and **case studies** bridged theory and practice, making the learning experience highly relevant. ”

Amit Kumar Mahto

VP, Motilal Oswal Financial Services Ltd.



“The program’s mix of theory and **practical insights** has equipped me to tackle complex business challenges. **Rigorous coursework** and case studies enhanced my understanding of **market dynamics and consumer behavior**. ”

Yogesh Dhande

AGM, Carborundum Universal Limited



“Transitioning from **manager to leader** meant overcoming barriers and deepening my understanding of expectations. Key challenges included making **experience-based decisions** and hiring adaptable individuals strong in compliance and SOPs. ”

Roshan Dsouza

Director of Sales, OpenText Cybersecurity

Key Program Highlights

11 Months

Comprehensive Learning

140+

Hours of Live Classes

11

Modules

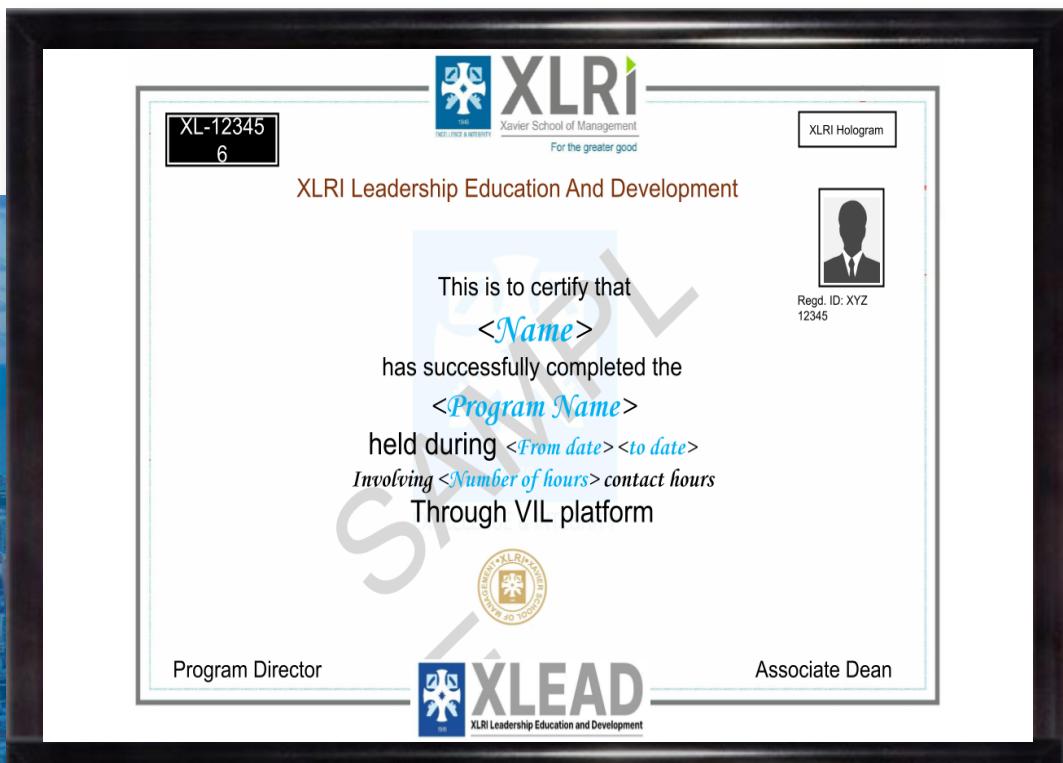
5 Days

Campus Immersion

6

Career Assistance Sessions

**Be Part of
India's Premier Business School**



Admission Process

- Apply at [XLRI Admission Portal](#)
- Fill the application form & pay the fees.
- Selected Candidates will receive Admission Confirmation Letter from XLRI Jamshedpur.

Program Fee & Payment Plans

Program Fee: INR 2.95 Lakhs + GST

Seat Reservation Fee: INR 25,000 + GST

Affordable payment plans: Avail Credit Finance or Pay in easy installments

Third Party Credit Finance*

Installment Plan

Tenure (Months)	EMI	Due Date	Amount
12	INR 29,272	15 Nov 2024	INR 90,000 + GST
18	INR 20,223	7 Feb 2025	INR 90,000 + GST
24	INR 15,665	7 May 2025	INR 90,000 + GST

*The credit facility is provided by a third party credit provider with applicable interest rates.

Program Snapshot

START DATE	Tech Orientation: 12th January 2025
TIMINGS	2 PM - 5 PM IST on Sundays*
DURATION	11 Months
WEEKLY SCHEDULE	Online classes on weekends Self practice/assignments on weekdays
ELIGIBILITY CRITERIA	Total Years of Experience: 10+ years with 5+ years of Experience in Sales or Marketing
PROGRAM FEE	INR 2.95 Lakhs + GST EMI Options Available!

* XLRI reserves the right to change class timings & curriculum as per faculty schedules & updates to curriculum. Any Extra Sessions will happen at different time slots.

* 75% Attendance is Mandatory to receive course completion certificate.



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admissions@accredian.com
 www.accredian.com

APPLY NOW



Shaping Tomorrow's Leaders



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