



# FUNNEL INTEREST INTO ACTION

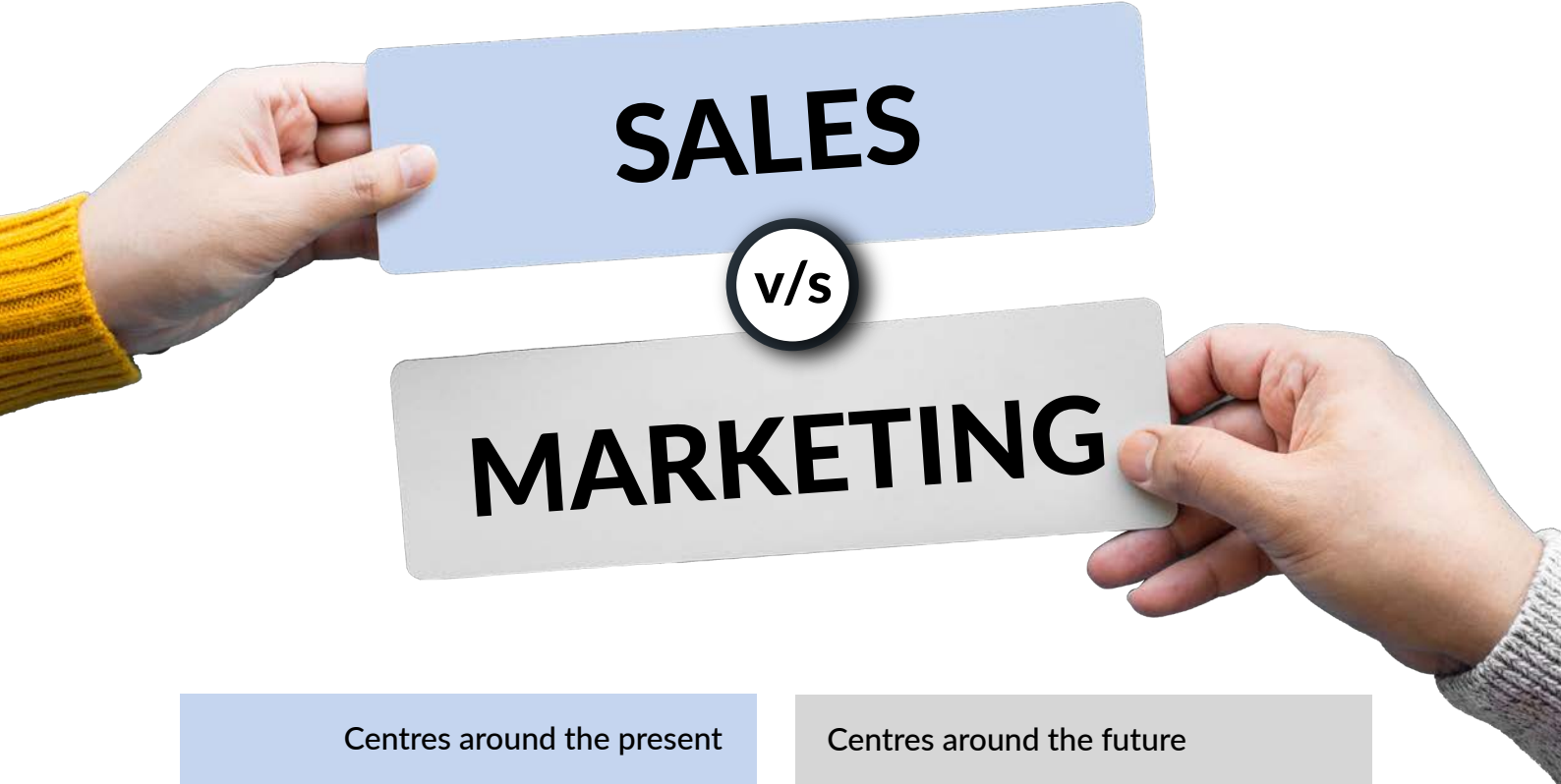
Executive Programme in  
Sales & Marketing

# Sales & Marketing: Independent, Yet Interdependent

Sales and Marketing are two independent but interconnected business functions within an organisation that are integral to revenue generation.

While Sales encompasses all activities that lead to the sale of products and services, Marketing encompasses all activities that help spark interest and desire in a product or service brand.

Neither of the functions is mutually exclusive, and both are critical for an organisation's efficiency and profitability.



Centres around the present	Centres around the future
Focused on one-to-one transactions	Focused on one-to-many transactions
Meets needs in an opportunistic manner	Meets needs in a strategic manner
Pushes a product or service	Pulls a prospective customer
Driven by human interaction	Driven by metrics
Provides short-term advantage	Facilitates long-term goals

# Sales & Marketing: The Case for Integration

While their primary goals are different, the ultimate goal of Sales & Marketing is common to ensure customer satisfaction, loyalty, and advocacy for a brand, product, or service. Despite their differences, sales and marketing efforts give their best results when they are aligned with each other. Hence it is essential that they work in tandem to achieve broader organisational goals.

For example, research from the marketing department can help the sales team process sales more efficiently. Avoiding contradiction between the marketing message and sales pitch reinforces customers' conviction in the brand. Similarly, sales professionals can offer useful insights about customer behaviour to the marketing team for better positioning of the product. Integration and alignment of sales and marketing helps a company reduce cost and increase return on investment.

## The Integrated Sales & Marketing Funnel



*Integration and alignment of sales and marketing helps an organisation reduce cost and increase return on investment. Professionals with a thorough understanding of both functions will always be more sought after.*

# Programme Overview

Having a great product alone does not guarantee success in today's world where the consumer is spoilt for choice. While the product should fulfil customer needs, it is equally important that the value of the product be communicated effectively. Thus, sales and marketing functions are interlinked and need to be aligned and coordinated to maximise effectiveness. The Executive Programme in Sales & Marketing is designed to impart comprehensive and contemporary knowledge of both functions with a balance of theoretical discussions and practical applications.



## Programme Highlights



12-month online programme



Balanced combination of theoretical and practical knowledge



Campus immersion module of 3 days



Focus on real business use cases



IIM Indore Executive Education Alumni status

# Learning Outcomes



Comprehensive and contemporary knowledge of the Sales & Marketing domain

Thorough understanding of the marketing mix and creating a value proposition



Understanding of the consumer mindset and factors driving buying behaviour

Formulating and evaluating marketing communication for brand building



Knowledge of latest trends and usage of contemporary and efficient tools

# Programme Curriculum

## Foundations of Marketing

- Analysing Marketing Environment
- Segmentation
- Targeting
- Positioning
- Forecasting & Demand Measurement
- Creating Marketing Plan

## Conducting Marketing Research

- Importance of Marketing Research
- Marketing Research Process

## Consumer Behaviour

- Factors Affecting Consumer Behaviour such as Cultural, Social, and Personal
- Understand Consumer Buying Decision Process

## New Product Development

- Challenges in Developing New Products
- Development Process: From Ideas to Concept to Strategy

## Brand Management

- Brand Positioning
- Brand Equity
- Branding Strategy

## Pricing Methods & Strategies

- Understanding Pricing
- Consumer Psychology & Pricing
- Pricing Methods
- Adaptive Pricing

# Programme Curriculum

## Digital Marketing

- Social Media Marketing
- Word of Mouth Marketing
- Mobile Marketing

## Marketing Strategies

- Growth Strategies
- Product Life Cycle Marketing Strategies

## Sales Management

- Role of the Sales Force
- Role of Selling within Marketing
- Managing & Controlling the Sales Force
- Sales Performance

## Sales Forecasting

- Sales Budgets & their Uses
- Techniques of Forecasting
- Importance of Accurate Forecasts
- The Sales Forecasting System

## Marketing Channels

- Strategic Channel Choices
- Types and Classification of Channels
- Structure of Marketing Channels
- Channel Coordination
- Channel Conflict
- The Dynamic Nature of Channels

# Programme Curriculum

## Distribution

- Logistics
- Distribution System Design
- Wholesalers
- Retailers
- Managing Distribution Channels
- Physical Distribution & Logistics

## Creating and Managing Integrated Marketing Communications

- Role of Marketing Communications
- Understanding Marketing Mix
- Developing Effective Communications

## Emerging Trends in Marketing

## Services Marketing

- Unique Characteristics
- Customer Participation in Services
- Professional Services
- Managing Service Quality & Customer Experience

## B2B Marketing

- Introduction
- Organisational Buying Behaviour

\*Modules are subject to change



## Pedagogy

The teaching approach will be highly interactive, leverage technology, and deploy diverse pedagogical tools and techniques including lectures, case discussions, assignments, term papers, project work, etc.



### Programme delivery

Sessions will be conducted via a state-of-the-art Interactive Learning (IL) platform and delivered in Direct-to-Device (D2D) mode that can be accessed by learners on their Desktop, or Laptop.

## Duration

12-Month programme across 120 sessions of 75 minutes each (Including 12 sessions of on-campus modules)

### Schedule

Sunday: First session : 12:00 p.m. to 13:15 p.m.

Sunday: Second session : 13:30 p.m. to 14:45 p.m.

The time gap between two consecutive sessions is to give the participants a break. On some days, the classes may extend beyond the mentioned time. In addition to attending interactive sessions, participants have to undertake online quizzes, assignments, and examinations.

\*Some sessions will be scheduled on weekdays (8 p.m. to 9 p.m.) for timely completion of the programme

## Campus Immersion

There will be 3 days of campus immersion at IIM Indore covering around 12 sessions.

One or two sessions from some of the courses will become part of the on-campus orientation module. In case the on-campus module is not confirmed due to the COVID-19 situation, the same will be included in the total number of sessions.



## Who Should Attend?

The programme is ideal for working professionals in sales and/or marketing roles, or those aspiring to a career in these domains.

- Sales professionals wishing to broaden their perspective with marketing knowledge and competencies
- Marketing professionals desiring to enhance their efficiency with an understanding of sales
- Working executives seeking a career switch in the sales or marketing domain

## Eligibility Criteria

- Diploma (10+2+3)/Graduate/Post-Graduate from Universities recognised by Association of Indian Universities
- Minimum 50% marks in either Diploma or Graduation or Post-graduation (or its equivalent)
- Minimum 2 years of full-time work experience post completion of qualifying education

*\*Internships and training experiences are not considered as full-time work experience*

## Attendance Criteria

- Participants are expected to attend all sessions of a given course.
- Participants may take leave on account of emergencies, participation in management festivals or co-curricular activities, etc., subject to the approval of the Programme Coordinator.
- 75% minimum attendance requirement would be considered for the final grading.
- In case the attendance is less than 75%, a grade cut as per the norms will be applied.

## Evaluation Methodology

Performance of participants will be monitored on a continuous basis through quizzes, assignments, tests and examinations.

Participants are required to score minimum marks/grades as decided by the institute from time-to-time to complete the course.

## Certification & Alumni Status

Participants who successfully meet the evaluation criteria and satisfy the requisite attendance criteria, will be awarded a 'Certificate of Completion'.

Successful participants will also be accorded IIM Indore Executive Education Alumni status.



*\*All certificate images are for illustrative purposes only and may be subject to change at the discretion of IIM Indore.*

## Alumni Status & Benefits

Participants who complete the programme successfully will be eligible for the Executive Education Alumni status of IIM Indore. They will be required to apply separately along with the necessary fee to register themselves. Current Alumni Membership plans are as follows:

- 2-year membership – ₹1000/- + Applicable Taxes, if any.
- Lifetime membership – ₹10,000/- + Applicable Taxes, if any.

## Alumni Benefits include

- Communication of brochures and newsletters from IIM Indore
- Access to the IIM Indore Campus Library (onsite access only)
- Official email ID of the institute

## Programme Directors' Profile



**Prof. Jayasimha K R**

Dr. (Jai) Jayasimha is a Professor of Marketing. Prior to joining IIM Indore, he has been a faculty member at The Institute of Management Technology, ICFAI Business School (IBS Hyderabad), PES Institute of Technology (PESIT, Bangalore) and Kirloskar Institute of Advanced Management Studies.

Prof. Jayasimha is a recipient of the 'Best Teacher Award' at IIM Indore. He is a recipient of "Prof Marti Subramanyam Award" along with Dr. Rajeev Verma for their joint research on Service Innovation. He has attended the Global Colloquium on Participant Centric Learning (Glocoll) at the Harvard Business School (HBS), Boston, MA. He has attend the IPSA-NUS Methods School at National University of Singapore (NUS).

At IIM Indore, Prof. Jai has been the Chair of Executive Post Graduate Programme in Management (EPGP), which is a full time, post experience, long duration program. He was instrumental in partnering with McCombs School of Business, University of Texas at Austin for the EPGP International Immersion. He has been the Chair of the PGP Review Committee, which carried out a comprehensive review of the flagship PGP program. Besides being the Marketing Area Chair, he has also chaired the Faculty Workload Norms Committee.

As a visiting faculty, he has taught in the flagship programs of the Indian Institute of Management - Udaipur, Institute of Management Technology (IMT), Dubai, UAE and Indiana University of Pennsylvania (IUP). He has also been invited to take sessions at the National Academy of Direct Taxes (NADT), Nagpur.

He has taught in several Management Development Programmes for the executives from the private & public sector. He has Coordinated the month long GMP for the probationary officers of The Indian Railways Institute of Transport Management. He has also coordinated the Advanced Management Programme (AMP) for Senior Officers of Indian Army. His areas of research interest include operating role of customers, service recovery, advocacy marketing and business history.

## Programme Fee

Particulars	Amount (₹)*
Registration Fee	10,000
Study Materials/Simulations/Library/Assessment/ Closing Ceremony/Certification Fee	18,000
Programme Fee	1,92,000
Campus Fee	12,500
<b>Total Fee (Excluding GST)</b>	<b>2,29,000</b>
Note: <ul style="list-style-type: none"> <li>Participant, at the time of application, pays ₹10,000 +GST which includes ₹2,500 towards Application Fee and ₹3,500 towards Programme Fee &amp; Bank Charges of INR ₹4,000.</li> <li>In case of participants paying fees via NEFT, RTGS, IMPS, Cheque, or DD, they will get a waiver of 1.5% (maximum ₹4,000) on overall fees of ₹2,29,000. Only applicable if all payments are made through same mode.</li> <li>In case a participant profile is rejected by IIM Indore, ₹7,500 (Bank Charges of ₹4,000 only for applicable cases) is refunded to candidate and ₹2,500 of the application fee is non-refundable.</li> <li>All Fees are payable directly to TEEL.</li> <li>GST will be additional as applicable.</li> </ul>	

## Instalment Schedule

Instalment	Application Fee	I	II	III	IV
Date	At the time of application	Within one week of offer roll-out date	10 <sup>th</sup> January, 2023	10 <sup>th</sup> April, 2023	10 <sup>th</sup> July, 2023
Amount (₹)* Excluding GST*	10,000	55,000	55,000	55,000	54,000

## Programme Timelines

Application Closure Date	3 <sup>rd</sup> July, 2022
Academic Orientation Date	25 <sup>th</sup> September, 2022
Commencement of Programme Delivery	2 <sup>nd</sup> October, 2022
Programme End Date	September 2023

**APPLY NOW**





भारतीय प्रबंधन संस्थान इन्दौर  
INDIAN INSTITUTE OF MANAGEMENT INDORE

The Indian Institute of Management Indore (IIM Indore), established in 1996, has been a leader in the field of management education, interfacing with the government and industry – both, private sector and public sector. It is promoted and nurtured by the Ministry of Education, Government of India and is an institute of national importance under the Indian Institutes of Management Act 2017.

IIM Indore offers interdisciplinary learning and research in its academic programmes by providing exposure to a format that integrates data, information, tools and techniques, perspectives, and concepts from various basic disciplines aimed at advancing fundamental understanding to solve real-life problems.

### National & International Rankings

NIRF Ranking  
(2021)  
**6**

Financial Times  
Ranking (2021)  
**94**

QS Global MBA  
Ranking, Asia (2022)  
**25**

### Triple Crown Accreditation





भारतीय प्रबंधन संस्थान इन्दौर  
INDIAN INSTITUTE OF MANAGEMENT INDORE

Indian Institute of Management Indore  
Prabandh Shikhar, Rau-Pithampur Road  
Indore - 453556, Madhya Pradesh, India

☎ 1800-270-5400

