

सिद्धिमूलं प्रबन्धनम्
भा. प्र. सं. इन्दौर
IIM INDORE

Strategic Marketing Management in Digital World

A 5 - Month Intensive Live Online Programme in U.A.E
December 2020 - April 2021



Accredited with Triple Crown



Masters in Management
Global Ranking – Top 100

ANISUMA
TRAINING INSTITUTE
Dubai, UAE

ABOUT IIM INDORE

INSTITUTE OVERVIEW

Established in 1996, Indian Institute of Management Indore (IIM Indore) has been a leader in the field of management education, interfacing with the industry, government and PSUs. It is promoted and nurtured by the Ministry of Human Resource Development, Government of India and is an institute of national importance under the Indian Institutes of Management Act 2017. Situated atop a scenic hillock, the 194-acre campus of IIM Indore provides an ideal backdrop for contemplative learning. IIM Indore has the latest in teaching aids, rich learning resources, a strong IT backbone, state-of-the-art sports complex and hostels as well as contemporary infrastructure. IIM Indore is one of the few institutions in India with a “Triple Crown” with accreditation from Association of MBAs (AMBA) and Association to Advance Collegiate Schools of Business (AACSB) & EQUIS. IIM Indore is ranked in the top 100 Business Schools of the world by FT Ranking.



DISTINCTIVE FEATURES OF THE INSTITUTE

IIM Indore provides a broad array of programmes, formats and locations (Indore and Mumbai) to meet diverse needs for management education. IIM Indore has 100+ well-qualified internal faculty complemented by carefully selected adjunct faculty with considerable industry or domain expertise. The faculty quality of IIM Indore is ranked number 3 by Outlook-I-care India MBA ranking 2020. IIM Indore offers a participant-centered approach to management education. Several IIM Indore faculty members have been deputed for Participant-Centered Learning Programme at Harvard Business School. The Institute provides excellent physical infrastructure for academics, residence and extra-curricular activities as well.

PROGRAMME - KEY ASPECTS

PROGRAMME OVERVIEW

To create marketing strategy in a new digital world, one needs to master three skills: **Analytics** – An understanding of new age tools to analyze the data so that we can view the customer preferences.

Customer Experience – Once we understand the customer preferences, we need to customize the experience of the customer so they feel they are part of the brand journey.

Customer Centric Strategy – The key to success would be the ability to use insight to create a customer centric strategy and use the technology from product or service to engage.

Digital technology has disrupted our daily lives and now help consumers decide what to shop and where to shop. Leaders today must not only understand technology but also be able to create a strategy which is digital focused. This course will enable you with the tools and insights to create customer delight using technology. Participant shall see an opportunity that a digital disruption creates and how your customer's perspectives can be changed. Finally the programme will make the participant an effective leader with the ability to create an innovative and cutting edge marketing strategy in the new age.

PROGRAMME OBJECTIVE



WHO SHOULD ATTEND?



EXECUTIVES & PROFESSIONALS



MANAGERS & FUNCTIONAL HEADS



ENTREPRENEURS & STARTUP LEADERS

PROGRAMME PEDAGOGY



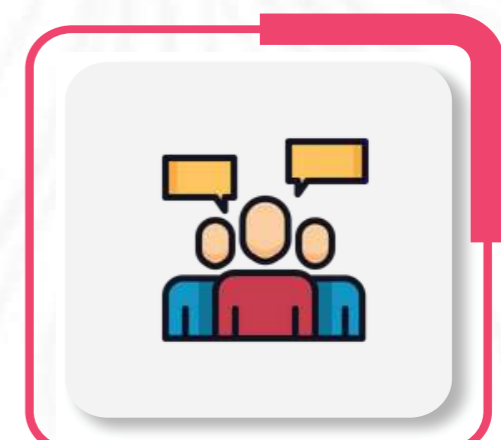
REAL LIFE CASE STUDIES



LECTURE



BUSINESS SIMULATIONS



GROUP DISCUSSION & PRESENTATION

Digital Landscape

- > The technology landscape
- > Business models
- > Transformations of the existing business



Segmentation Targeting & Positioning

- > Challenges of traditional STP
- > Targeting Customers & Inbound Marketing
- > Developing consumer persona
- > Positioning statements



Managing B2B in the Digital World

- > Difference between B2B & B2C
- > Creating a B2B marketing plan
- > Using social media in B2B
- > Acquiring and retention of B2B customers



Social Media Marketing

- > Understanding the role of social media
- > Managing relationship, establishing brand reputation & creating strategies for customer to customer interaction through brand communities
- > User-generated content, Word of Mouth and social strategies
- > Managing brand in the crisis



Core Curriculum

The programme is divided into several interdependent modules, each of which focuses on different aspects or functions of marketing management for Driving Digital Marketing Strategy.

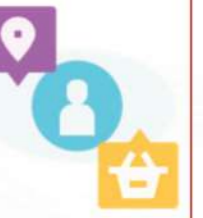


Case Study Analysis

- Case study Analysis is a core requisite of the programme
- The participants in Groups would analyze, discuss & deliberate on the case studies using a structure approach.
- The Group is expected to identify & define the Management Problem, develop & evaluate the course of action, choose the best alternative and organize resources to implement the chosen alternative.
- Each Group would then present its findings in the form of a presentation or simulation or role play.

Online Consumer Behavior

- > Understand Customers
- > Consumer buying cycle
- > Mapping consumer journey maps
- > Overcome the issues and concerns



Managing Digital Brands

- > The Nature and Management of Brand Equity
- > Managing Brand Equity Online
- > Managing Brands to Grow International Markets
- > Reinforcing the brand value to retain brand resonance



Digital Marketing Mix

- > Understand the online implications of each element of the marketing mix
- > Extend each aspect of the offline mix into the online world
- > Introducing partnerships as the marketing mix
- > Begin to plan each element of the mix in an integrated online world.



Digital Data (Analytics) & Measurement

- > Advertisement effectiveness matrix
- > Forecasting methods
- > Network
- > Text mining



Implementing Digital Strategy

- > Strategic Leadership and Digital Transformation.
- > Understand the importance of excellence in execution (and the need for internal marketing)
- > Control, monitor, measure, report and adjust



E-CRM

- > Understanding the importance and usage of CRM
- > Calculating CLV
- > Role of the digital funnel, CPM, CPC, CPA, CLV, CLSV & other matrices



PROGRAMME INSIGHTS

REAL-WORLD CASE STUDIES

Participants will learn via real-world case studies enhancing their problem-solving techniques and decision making abilities.

Amazon in 2019

In January 2019, Amazon.com became the most valuable company in the world. On January 31st, 2019, Amazon announced 2018 operating profits of \$12.4 billion. The shareholders expressed their satisfaction, but not all were happy with Amazon's meteoric rise. Many traditional retailers in the US were going bankrupt, while major competitors such as Walmart and Best Buy were forced to invest aggressively in online retailing. In the US, Amazon was drawing criticism from across the political spectrum, with calls for it to be broken up. Did Amazon's success threaten its very existence?

The Hunger Games: Catching Fire: Using Digital and Social Media for Brand Storytelling

After the successful release of the first Hunger Games film in 2012, the film's distributor, Lionsgate, was preparing to release the next movie in the series. Fan expectations had grown after the success of Hunger Games and Lionsgate faced the challenge of keeping moviegoers interested and engaged in another Hunger Games movie. While Lionsgate was aware that traditional marketing would need to be blended with a digital campaign to bring in moviegoers, it also needed to strike a careful balance between the two.

American Well: The Doctor Will E-See You Now

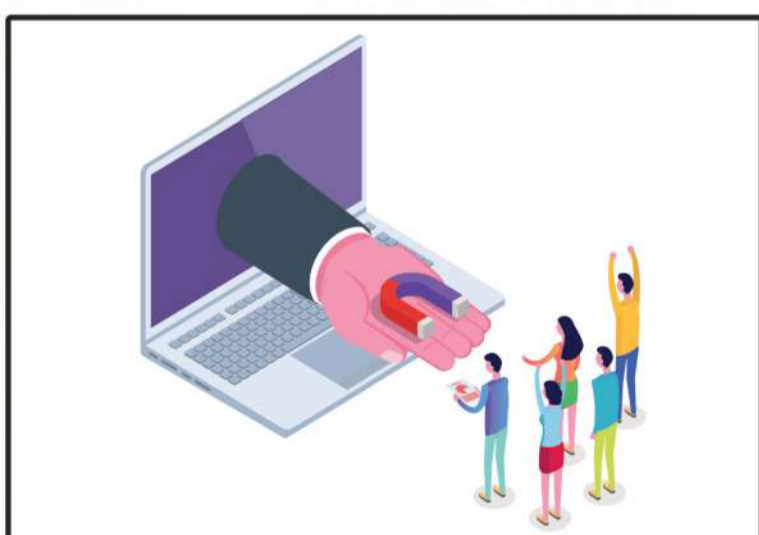
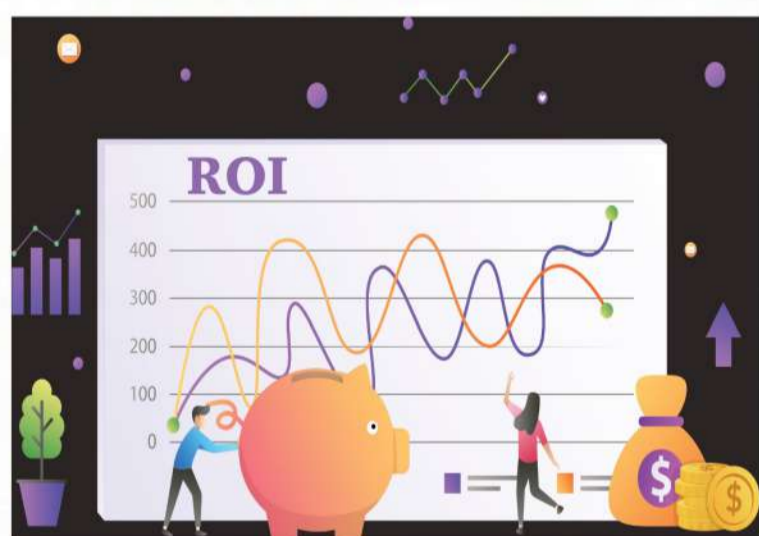
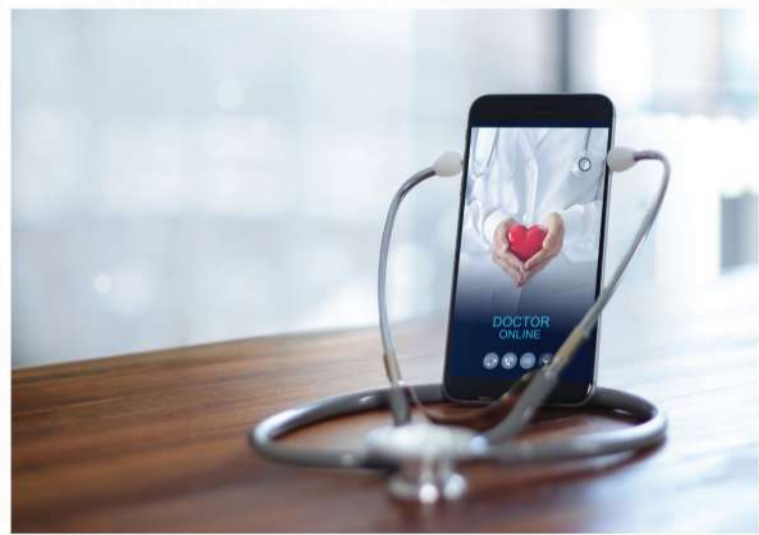
The two brothers, cofounders of American Well, the Online Care company, were taking a flight to Washington to deliver a presentation at the World Health Care Innovation and Technology Conference (WHIT). With the debate over health-care reform raging in Washington and with Bill Clinton as the keynote speaker, this year's conference was sure to be a big event. The Historic Boston cityscape, where many significant events leading to the American Revolution had taken place. But Roy and Ido had a different revolution on their mind.

Sephora Direct: Investing in Social Media, Video & Mobile

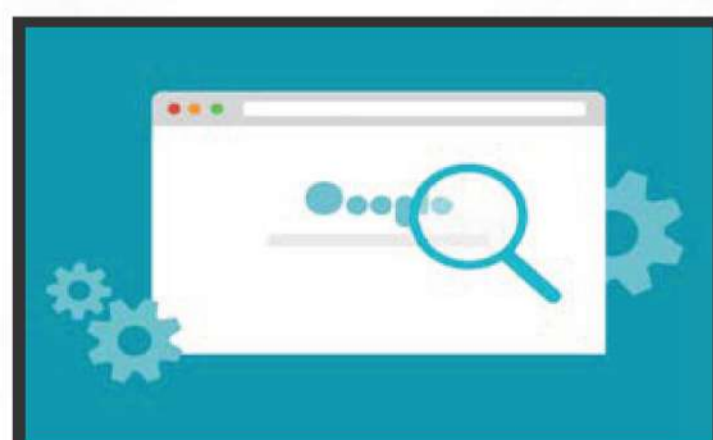
Juli Bornstein, senior vice president of Sephora Direct, is seeking to double her budget for social media and other digital marketing initiatives for 2011. A number of digital efforts implemented in the past two years seem to be bearing fruit, and there is a desire to intensify Sephora's social media, online video, and mobile presence. Bornstein must justify the need for the additional funding, determine how best to allocate the money across the various platforms, and establish effective ways to measure (ROI) for digital marketing spending.

HubSpot: Inbound Marketing and Web 2.0

The case introduces the concept of inbound marketing, pulling customer prospects toward a business through the use of Web 2.0 tools and applications like blogging, search engine optimization, and social media. Students follow the growth of HubSpot, an entrepreneurial venture which, in its quest for growth, faces significant challenges including: developing market segmentation and targeting strategies to decide which customer to serve.



ADDITIONAL FEATURES



Digital Marketing (Recorded)



Marketing Stimulation

PROGRAMME INSIGHTS

THE PROGRAMME FACULTY



Prof. Aditya Billore
BE, MTech
Ph.D (IIM Indore)



Prof. Ashish Sadh
MBA (APSU, Rewa)
Ph.D (DAVV, Indore)



Prof. Sanjeev Tripathi
BE (IRIMEE/EC London)
Ph.D (IIM Ahmedabad)



Prof. Bipul Kumar
BE, MBA (IIM Indore)
Ph.D (IIM Ahmedabad)



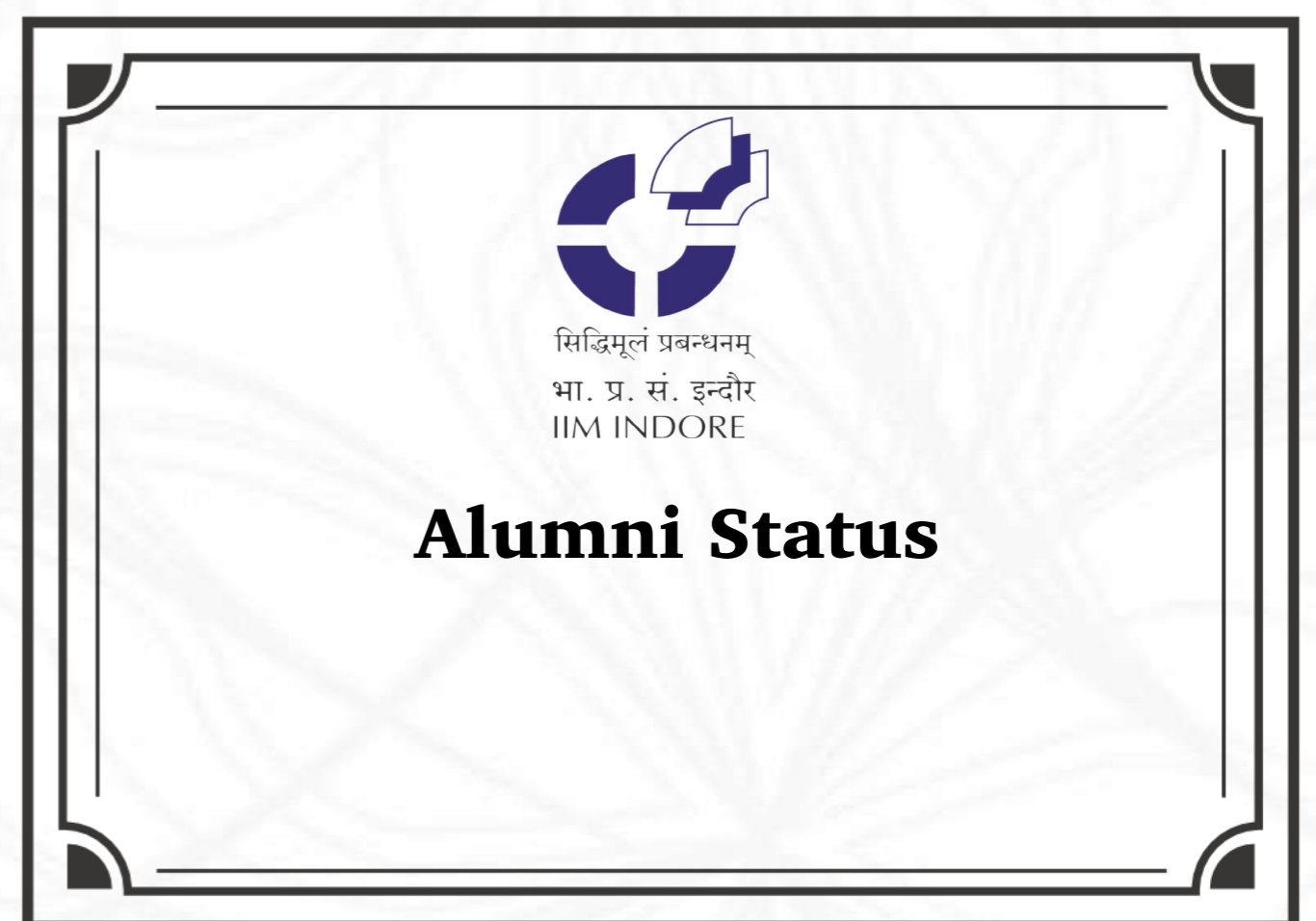
Prof. Manoj Motiani
BE (Hons), PGDM (XIMB)
Ph.D (IIM Ahmedabad)



Prof. Subin Sudhir
BTech, MBA
Ph.D (IIM Kozhikode)

CERTIFICATION & ALUMNI STATUS

On successful completion of the programme, the participants will be awarded a Certificate of Completion of Strategic Marketing Management Programme in Digital World for Executives and will be eligible for Executive Alumni Status of the Institute:



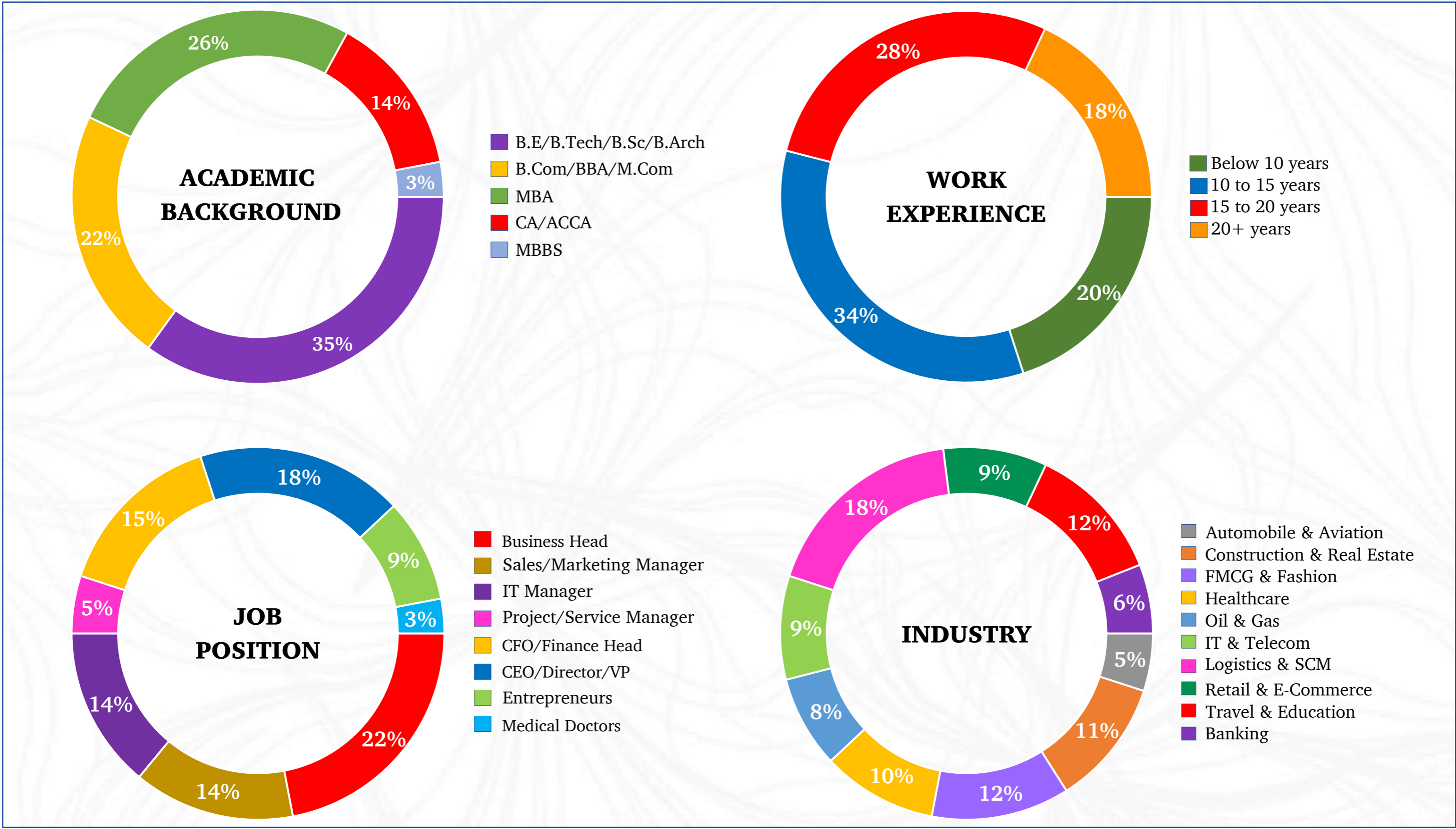
Alumni Benefits



- Communication of brochures and newsletters from IIM Indore
- Lifelong access to a network of distinguished IIM Indore Executive
- Alumni Access to the IIM Indore Campus Library (Onsite-access)
- Official email ID of the institute
- Institute identity card

BATCH PROFILE

OUR PARTICIPANTS PROFILE



COMPANY PROFILE OF OUR PARTICIPANTS



ABOUT ANISUMA

Anisuma Training Institute is a creator and facilitator of Executive Learning & Training Programmes designed for professionals in the UAE in collaboration with leading institutions across the globe. With a team that comes with a professional and rich academic background, Anisuma aims to provide world-class training in the region. Anisuma Training Institute has successfully conducted 8 batches of Management Programmes for Executives and has an alumni strength of 300+ participants.

MISSION & OBJECTIVE

The Anisuma Training & Executive Programme Institute's Mission & Objectives is :

- Development of human capital by creating & delivering career development programmes in partnership with leading educational institutes of the world.
- To promote high quality on-the-job education opportunities for the working population.
- To help organizations to attain sustainable growth by providing customized consulting solutions.
- To provide Value Ad services to businesses with high potential in Middle East Countries.

FOUNDERS

Dr. Mahesh Chotrani



Founder Director & Managing Partner

- Former Vice President, Jacky's Electronics UAE
- Doctor of Philosophy (IIM Lucknow)
- Masters of Business Administration, (IIM Lucknow)
- Masters of Commerce & Finance, Masters of Law (MU)
- Cumulative work experience of over 28 years

Manohar Punjabi



Founder Director & Managing Partner

- Graduate in the Field of Management - DU (India)
- Cumulative work experience of 38 years
- Executive Director, Jacky's Group Of Companies, Global

ADVANTAGES



Industry Leaders & Local Pioneers



Introduction Session on Case study Analysis



Facilitate Comfort



Smooth functioning of the Programme



Connect with 300+ Anisuma Alumni



Facilitates learning & internalization of Programme



PARTICIPANT TESTIMONIAL



A management programme from a top-ranked institution is a privilege not bestowed upon, on many. Whilst the well-designed, triple-accredited IIM-Indore Management Programme for executives is immensely beneficial for busy professionals from varied industries & functions whether looking to update their knowledge-base or vying for a strategic career-move the academic pursuit is made even more formidable in the United Arab Emirates, by ANISUMA Training Institute, Dubai. Anisuma provide an essential link between IIM and the students. Anisuma's contribution is praiseworthy, respect-worthy and priceless! Shall remain ever grateful to you, Dr. Mahesh.

- Kishore Natarajan (Batch 6)
General Manager | Access World



Nothing beats sharing information & learning in a classroom full of experienced people in various fields. Not only the exposure you get the kind of bond you build with your peers is unimaginable. Kudos to the Anisuma team has made this experience not only pleasurable but also very empowering. Your passion is highly contagious. Learning has and will never stop after doing this course with Anisuma.

- Nisha Advani (Batch 5)
Regional Manager | AsiaNet



IIM Indore Management Programme introduced me to a new journey of learning and self-development. There is so much to gain from the experience and knowledge of the best of the faculties and from other participants who comes from entirely different background, profession & technology. Each session of class-room and group discussion helped me to understand and share the different views, ideas, opinions & the best possible solutions for a given scenario. A Big thanks to Anisuma for giving us this platform of learning & knowledge.

- Shikha Sinha (Batch 4)
Principal Consultant | IT Convergence



IIM Indore management course is for executives who have the hunger to learn and thirst for knowledge. The program made me think out of the box in personal and professional life. This program has given me an advantage to be a part of prestigious ANISUMA institute. It was my privilege and honor to be a student of ANISUMA and IIM.

- Pooja Shastri (Batch 6)
Cabin Senior | Etihad



Anisuma & IIM has got the recipe spot-on for honing your knowledge, the program not only gives you an insight of the various essentials of business but also empowers you with positive perspectives towards every possible business situation. The pedagogy adopted gives a paradigm shift to our dependence continuum into Interdependence with balanced regular/online coursework to fit in with our work schedules. It also enhances opportunities to engage with leading faculties of IIM and outstanding alumni forum for life. The one year of the program that I spent in the most stimulating and picturesque environs, has not only helped me gain the necessary knowledge skill-sets but also ushered a unique vigor to set out and embrace transformation.

- Amol Deshmukh (Batch 5)
Business Banking | Mashreq



As a young entrepreneur, management program of IIM through Anisuma added immense value to decision making, rationale thinking and structured approach in professional life. With sizable years of industry experience, it was need of the hour to touch base on the basics & advance methods of conducting business during different phases viz. setting up, growth, and maturity. Some of the decisions on leadership, negotiations, product development, expansion, marketing, sales, and finance was highly influenced in positive manner to achieve new heights. A great deal of group discussions and alumni further enhanced the networking and communication skills.

- Srikrishna Bhat (Batch 4)
Entrepreneur | Bootstrap Advisory

DETAILS: STRATEGIC MARKETING MANAGEMENT PROGRAMME IN DIGITAL WORLD FOR EXECUTIVES

| | |
|----------------------------|-------------------------------------|
| Programme Duration: | 5-Month Programme |
| Dates: | December 2020 to April 2021 |
| Session Timings: | 10:30 am to 3:00 pm |
| Mode: | Online {dates to be announced} |
| Leadership Level: | Executives, Managers, Entrepreneurs |
| Last Date to Apply: | November 15, 2020 |

Selection Criteria

As the seats are limited therefore criteria for selection for the programme will be:

- Academic background
- Professional experience
- First - come, first - served basis

Programme Fee

Fee includes Tuition, Course Material and Certification. Inclusions (The fee is inclusive of all taxes.)

| | |
|----------------------|--|
| Full Payment: | AED 11,750 (Full Fee to be paid within 5 days of confirmation) |
| Installments: | AED 12,750 (PDCs need to be submitted within 5 days of confirmation) |
| | AED 5,250 (within 5 days of confirmation) |
| | AED 2,500 monthly payments paid every month for 3 months |
| | (Cheques dated 5th of every month starting December until February 2021) |

Discount:

Early Bird Discount: Registrations received with payments on or before early bird deadline will be entitled to an early bird discount of 10%. Check with Anisuma Registration Office for more details.

Group Discount: Group of 3 or more participants will be entitled to a discount of 12%. Organizations can avail themselves of both the discounts, subject to a maximum overall discount of 15%.

Contact Information

For Registration and any other information, please contact:

Dr. Mahesh Chotrani

Programme Director

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Prof. Manoj Motiani

Programme Director

BE (Hons.), PGDM (XIMB), FPM (IIM Ahmedabad)

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FROM THE DIRECTOR'S DESK

PROF. HIMANSHU RAI - DIRECTOR, IIM INDORE

Established in 1996, with the objectives of imparting high quality management education and training by the Department of Higher Education, Ministry of Human Resource Development, Government of India, IIM Indore is recognized as one of the premier management institutions, comparable to the best in the world for teaching, research and interaction with industries and is an institute of national importance under the Indian Institutes of Management Act 2017. Spread over 194 acres, IIM Indore stands with pride, with the Triple Crown of 3 accreditations, first from the Association of MBAs, AMBA, second from the AACSB & third from EQUIS. IIM Indore has been a leader in the field of management education, interfacing with the industry, government and PSUs. With a mission to-be a contextually-relevant business school with world - class academic standards that develop socially-conscious managers, leaders and entrepreneurs, IIM Indore is one of the fastest growing institutions in India today. For IIM Indore, last few years of its growth have proved to be the most rewarding years in terms of international expansion, introduction of new programmes, infrastructure facilities, strengthening of personnel etc. With over 104 faculty members, IIM Indore is poised to become a world class institution in the years to come.



In continuation with our endeavors to reach out to the world with best management practices, we have successfully launched and conducted 6 batches of various management programs in association with our Middle East partner Anisuma Training Institute in Dubai, UAE. We are pleased to announce our new program Strategic Marketing Management in Digital World.

OTHER PROGRAMME IN U.A.E

- General Management Programme for Executives
- Strategic Financial Management Programme for Executives (Live Online)
- Senior Executive Leadership Program (Live Online)
- Strategic Operations and Supply Chain Management Programme for Executives (Live Online)

