



सिद्धिमूलं प्रबन्धनम्  
भा. प्र. सं. इन्दौर  
IIM INDORE

## भारतीय प्रबंध संस्थान इंदौर INDIAN INSTITUTE OF MANAGEMENT INDORE



### WINNING THE GAME THROUGH STRATEGIC MARKETING

Date: August 25-28, 2025

Venue: IIM Indore Campus

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### Programme Overview

The business world is about the survival of the fittest as firms strive to create, communicate and deliver value for their chosen customers. Successful firms are experts at delivering value better than their competitors. As such, conceptualizing, formulating and executing a sound competitive strategy are possibly the most important ingredients of a firm's success. This requires firms to anticipate and evolve with customer needs and to keep an eye on competitors while working on a winning strategy.

This program helps participants sharpen their analytical acumen, analyse data, and formulate and implement a strategy that ensures long term success for the firm. The programme is oriented towards developing insights that help participants differentiate their firms from competitors, capitalize on strengths, and consistently provide better value to customers over their competitors. This programme uses a mix of case analysis and a competitive simulation to develop insights related to competitive strategy. This program fosters analytical skills as well as skills related to the formulation and implementation of marketing strategy in competitive environments. This programme simulates a real business environment where the participants manage individual companies. Participants will design the marketing strategy in light of the evolving environment and the dynamic actions taken by the competitors.

### Objectives

This course aims to develop the skills of the participants in formulating and implementing marketing strategies in a competitive environment. The course has multiple objectives:

- To develop analytical abilities of the participants and help them better analyse business markets.
- To help participants formulate a strategy based on data driven consumer insights.
- To help participants analyse internal skills and evolving consumer needs.
- To help participants develop a synergy with R&D/Innovation, manufacturing, and sales to navigate their company's strategy.
- To implement this strategy for the long term benefit of their company.

### Course Content

The program will be offered as mix of case studies and a globally proven simulation for strategic marketing.

### Who Can Participate in the Programme?

The programme is suited for managers in firms that function in a competitive environment. It caters to middle and top level managers in strategic roles or those who expect to move to strategic roles soon. It is especially useful to those in marketing, brand management and planning roles. In terms of sectors, it will be useful to managers in B2C domains in consumer goods and durables, as well as in services (hospitality, telecom, health care etc). It will help B2B managers develop and establish a strategic business approach. The programme will also benefit executives in consulting and general management. Finally, it will also be useful for market research companies as it will develop and add a strategic edge to their advisory functions.

### Fees

The fee for the programme is INR 54000/-\* per participant. This includes course material, a room on twin sharing basis and board expenses. GST, as applicable, will be additionally charged.



## MANAGEMENT DEVELOPMENT PROGRAMME

### Discount

An organization sponsoring five or more participants to a Management Development Programme (MDP) will be entitled to a group discount of 10% on the total fee payable, provided that at least five participants actually attend the programme. If the actual participation is less than 5, a refund may be made after deducting the full fee of the actual number of participants who attend the training programme. The group discount will be applicable only to short duration programmes of up to 20 days.

### Registration

Participants are generally sponsored by their organizations. However, applications by individuals may also be accepted. A formal communication regarding the acceptance of nomination/application will be sent to nominees prior to commencement of the programme. Nomination form(s) and programme fees as paid through Electronic Fund Transfer must reach the MDP Office 15 days prior to commencement of the programme.

### Executive Education Alumni Status at IIM Indore

Participants who successfully complete the programme will be eligible for the Executive Education Alumni status at IIM Indore. Any eligible participant is required to apply separately and deposit the necessary fee of Rs.1,000/- + GST @18% per person (for a two year alumni status) and Rs. 10,000/- + GST @18% per person (for a lifetime alumni status) to register his/her name with IIM Indore Executive Education Alumni.

### Benefits of becoming IIM Indore's Executive Education Alumni include:

- a) Subscription to the brochures and newsletters from IIM Indore.
- b) Access to the IIM Indore Campus Library (on-site access only).
- c) Access to the official email ID of the institute.

The Executive Education Alumni status will be available on request and participants will be required to follow the documentation process set-up by the Alumni office.

Mere successful completion of the programme, application submission, and fee does not entitle a participant to become eligible for executive education alumni status. IIM Indore reserves the right to confer executive education alumni status.

IIM Indore reserves the right to modify the above conditions at its discretion at any time without notice. Only the courts at Indore will have the territorial jurisdiction to try any disputes arising in respect of the Executive Education Alumni membership being granted at IIM Indore.

### Faculty Coordinator

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## About IIM Indore

Indian Institute of Management Indore (IIM-I) is an autonomous public business school located in Indore, Madhya Pradesh, India. IIM Indore has received the prestigious Triple Crown accreditations - first from the Association of MBAs, AMBA in 2016 (a UK-based accreditation agency), second from the AACSB in 2019, and third from the EFMD Quality Improvement System (EQUIS), the globally recognized international organization for management development, in December 2019. IIM Indore is the second IIM in India to receive these triple accreditations.

## National and International Rankings

IIM Indore, due to its consistent efforts in improving academic standards and achieving academic excellence in all its programmes, has achieved commendable rankings by various National and International ranking agencies. Presently, IIM Indore is ranked 8<sup>th</sup> in the NIRF ranking (a Ministry of HRD, Government of India initiative), 61<sup>st</sup> globally in the Executive Education (Open) programmes and 85<sup>th</sup> globally in the Executive Education (Customized) programmes in the FT Ranking and 25<sup>th</sup> rank (Asia) in QS World Rankings for our global MBA.



## INDIAN INSTITUTE OF MANAGEMENT INDORE

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