



STRATEGIC MARKETING Leadership Programme

July - October 2022

Programme Partner

The image shows the exterior of a modern, multi-story building with a light-colored facade and large glass windows. The building features several tall, cylindrical columns supporting a covered walkway. A large, dark, abstract sculpture is mounted on the wall between the columns. The sky is a clear, light blue, and the building's interior lights are visible through the windows. In the foreground, there is a paved plaza with two black lampposts and a small tree. A green lawn is visible in the bottom left corner.

CII-Suresh Neotia Centre of Excellence for Leadership

The CII Suresh Neotia Centre of Excellence for leadership (CII-SNCEL) is part of CII's Integrated agenda of building competitiveness through Centres of Excellence. CII-SNCEL is one of the 10 COEs set up for enhancing development and progress through a diverse range of services. The Centre was set up on the basis of CII's core belief that the quality of leadership will play a key role in enabling India to succeed in its mission for inclusive growth and competitiveness and claim its rightful position in the global arena.

Established in 2009 at Kolkata, the Centre was initiated with the purpose of serving as a key facilitator of leadership development across various segments of business and socio-cultural demographics through a range of interventions especially focusing on "people" and "process" transformations.

BACKGROUND

We are passing through unprecedented times. As companies emerge from the pandemic, geopolitical developments have compounded economic shocks of monumental dimensions, and Industries are grappling with structural changes to adjust to the “New Normal”. These unforeseen crises, combined with evaporating demand and weakened consumer sentiments are challenging companies operating across sectors to re-imagine the way forward. There is of course one silver lining viz the rapid proliferation of digital technologies and their immense possibilities which have created opportunities for leveraging better consumer insights as well improving the processes through which organizations can strategize and optimize their businesses.

Amidst these emerging developments, business leaders are now mandated to develop an evolved playbook for success in the marketplace. Developing such a playbook requires CMOs and their teams to acquire a fresh

perspective on their respective markets, identify a new generation of competitive challenges they are up against and learn new capabilities to respond in a novel way. The playbook, developed with right insights, will help marketers re-segment their markets to respond to changing customer profile and preferences, outpace competition and deliver world class products and services. Put simply, marketers are now expected, more than ever before, to think strategically and take the required actions to transition from traditional marketing management approaches to strategic marketing.

To enable marketers understand emerging patterns and trends and to equip them with insights and tools needed to respond decisively with a strategic perspective, the **CII-Suresh Neotia Centre of Excellence for Leadership (CII-SNCEL)** in association with **The Strategy Academy Centre for Advanced Studies (TSACAS)**, is launching the **Strategic Marketing Leadership Programme**.



OBJECTIVES

- Help participants get an overview of strategic imperatives facing the marketing function
- Understand the difference between strategic marketing and marketing management in the emerging business paradigm
- Understand changing media, purchase, and consumption behaviour of customers, including how their behaviours have evolved post the pandemic and in the context of geopolitical stresses, and reformulate customer strategy
- Explore big marketing challenges, such as the impact of social media on brand management, low-price competition and market commoditisation
- Learn new generation strategic marketing skills required to develop an innovative marketing playbook and use the same to play and win in the marketplace
- Understand how digital technologies can be used intelligently to spot new trends in the market, respond to customer needs precisely and provide a human touch to all technology enabled interfaces with customers and service providers



WHO SHOULD ATTEND

- Profit Centre Heads and Branch and Regional Managers
- Brand and Product Managers
- Managers working in Strategic Planning Groups
- Executives who are about to take up senior level marketing responsibilities
- Executives outside the marketing discipline whose role interacts with the marketing function
- Faculty of Business Schools and Management Consultants will also benefit from this programme



DELIVERY

The programme will be delivered using an Innovative solution called **Smart Learning & Transformation Solution**. SLTS will enable participants to attend faculty conducted 100% LIVE sessions – ANYWHERE, using a 2-way interactive and real time DIGITAL platform.



DURATION

The programme, spread over 12 weeks comprises **65 hours** of faculty conducted 100% LIVE and 2-way interactive session PLUS **65 hours** of self-paced, guided learning, implying a total engagement of **130 hours** of course duration.



SESSION TIMINGS

Twice a Week -
Weekdays (2000-2200 Hrs IST)

ACCESS REQUIREMENTS

- A PC or a Laptop
- A standard Headphone
- A Broadband fixed line or a Data Card capable of delivering a minimum 256 kbps of broadband during each 2 hour session; this is a must for smooth audio and video live streaming
- Smartphone or a Tab with 4G/ 5G connection will be an alternative option particularly when a participant is away from the location from where he/ she will attend the faculty conducted sessions

SESSION RECORDINGS

Session recordings will be available for 4 weeks after the conclusion of last LIVE session.

PROGRAMME STRUCTURE

MODULE	TOPICS	DURATION
<p>MODULE-I Introduction to Strategic Marketing and its importance in an Uncertain World</p>	<ul style="list-style-type: none"> • Business Strategy and Strategic Marketing • Difference between Strategic Marketing and Marketing Management • Strategic Marketing in the “New Normal” • The Disruption Cycle: What it is, why it matters, and what you need to know about it 	<p>2 Hours (1 Session)</p>
<p>MODULE-II Understanding Customers and the Core Concepts of Strategic Marketing</p>	<ul style="list-style-type: none"> • Customer Value in B2B and B2C settings • Customer Strategy • Multi-channel Engagement and Experience • Strategic Brand Management 	<p>8 Hours (4 Sessions @ 2 hours each)</p>
<p>MODULE-III Strategic Marketing Focus Areas and Critical Skills for Decision Making</p>	<ul style="list-style-type: none"> • Re-segmenting Markets • Analysing and Targeting Competition • Conjoint Analysis • Strategic Pricing (including Game Theory Application) • Strategic Marketing & Supply Chain Management 	<p>10 Hours (5 Sessions @ 2 hours each)</p>
<p>MODULE-IV Key Drivers of Success in the Emerging Marketing Paradigm</p>	<ul style="list-style-type: none"> • Aligning Competitive Strategy and Sales • Customer Analytics – An Overview • Competing against Low-Cost Rivals • Selling during Recession • Negotiating Large Deals 	<p>14 Hours (7 Sessions @ 2 hours each)</p>

PROGRAMME STRUCTURE

MODULE	TOPICS	DURATION
<p>MODULE-V Strategic Marketing in the Digital World</p>	<ul style="list-style-type: none"> • Digital Marketing – An Overview of Foundational Inputs <ul style="list-style-type: none"> o SEO and SEM o Google AdWords and Google Analytics o Features of Digital Infrastructure provided by Google, Facebook, Amazon and Apple • Social Media Marketing I (Digital Marketing using Facebook) • Social Media Marketing II (Digital Marketing using Twitter, LinkedIn, Google+ and YouTube) • Outbound vs Inbound Marketing- Cost Implications for Customer Acquisition • Discussion on Subscription-based Models, Freemium Pricing and Crowdsourcing to acquire Customers • Digital Marketing Costs and Returns- How to evaluate effectiveness • Digital Marketing Budget and balancing Online and Offline Campaigns 	<p>14 Hours (7 Sessions @ 2 hours each)</p>
<p>MODULE-VI Faculty Lounge (with Prof. Ranjan Das)</p>		<p>2 Hours (1 Session)</p>
<p>INDUSTRY POWERED MODULES</p>	<ul style="list-style-type: none"> • Storytelling in the Attention Economy • Marketing at the Confluence of Emerging Technologies • Creativity and Innovation in Modern Marketing • Driving Brand Recall and Loyalty • Brand Purpose and Trust in a Post-COVID World • Leveraging Brand-Driven Growth • Perfecting Customer Centricity and Experience 	<p>7 Hours (7 Sessions @ 2 hours each)</p>

PROGRAMME DIRECTOR



The programme is designed by a team of professionals with active support of and direction by **Prof. Ranjan Das**, Professor of Strategy, Innovation, Entrepreneurship and Leadership. Prof. Das is associated with IIM Calcutta (Full time: 1994-2014; Visiting: 1994 onwards). He is currently the Chairperson of **The Strategy Academy** and has been a visiting Professor to various reputable institutes such as IIM Jammu, IIM Bodhgaya, XIM Bhubaneswar, IIM Ranchi, IIM Trichy, UPH University- Jakarta, Indian School of Business, Hyderabad, the Hong Kong University of Science and Technology, the Haigazian College, Beirut, Lebanon (Visiting: 1979-80).

FACULTY

Faculty from reputed B-Schools and Practitioners representing leading Domestic and Multinational Corporations

PROGRAMME PARTNER



The Strategy Academy Centre For Advanced Studies (TSACAS) was set up 14 years ago to act as a catalyst for transforming individuals and organizations to exploit their full potential and assisting them to achieve SUCCESS. The Academy was conceived as a part of an Action Research done by Prof Ranjan Das, Professor of Strategic Management at IIM Calcutta. Prof Das is the current Chairman and Chief Mentor of the Academy. TSACAS is India's FIRST Academy that delivers on One-2-One basis faculty-led LIVE classes over a 2-Way Interactive Video Conferencing Platform to ANYWHERE in India and the World.

EVALUATION & GRADING

Multi-element Evaluation and Grading based on several parameters viz. (a) Attendance, (b) Number and quality of questions asked/ engagement during faculty conducted 100% LIVE Digital sessions, (c) online quiz and/ or miscellaneous online submissions and (d) performance at the examination to be conducted online at the end of the programme.

CERTIFICATION

To be issued by CII-Suresh Neotia Centre of Excellence for Leadership (CII-SNCEL) and The Strategy Academy Centre for Advanced Studies (TSACAS).

FEES

CII Member - Rs. 65,000/-* per participant
Non-member - Rs.70,000/-* per participant

*Excluding GST

- Payable by Cheque or Online Bank Transfer in favour of **CII Suresh Neotia Centre of Excellence for Leadership**
- The fee includes the cost of soft copy of reading materials and faculty presentations

For details please contact

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Confederation of Indian Industry

The Confederation of Indian Industry (CII) works to create and sustain an environment conducive to the development of India, partnering Industry, Government and civil society, through advisory and consultative processes.

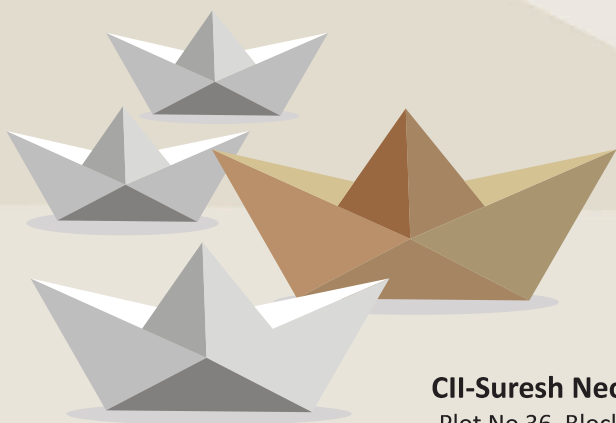
CII is a non-government, not-for-profit, industry-led and industry-managed organization, with around 9000 members from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 300,000 enterprises from 286 national and regional sectoral industry bodies.

For more than 125 years, CII has been engaged in shaping India's development journey and works proactively on transforming Indian Industry's engagement in national development. CII charts change by working closely with Government on policy issues, interfacing with thought leaders, and enhancing efficiency, competitiveness and business opportunities for industry through a range of specialized services and strategic global linkages. It also provides a platform for consensus-building and networking on key issues.

Extending its agenda beyond business, CII assists industry to identify and execute corporate citizenship programmes. Partnerships with civil society organizations carry forward corporate initiatives for integrated and inclusive development across diverse domains including affirmative action, livelihoods, diversity management, skill development, empowerment of women, and sustainable development, to name a few.

As India completes 75 years of Independence in 2022, it must position itself for global leadership with a long-term vision for India@100 in 2047. The role played by Indian industry will be central to the country's progress and success as a nation. CII, with the Theme for 2022-23 as Beyond India@75: Competitiveness, Growth, Sustainability, Internationalisation has prioritized 7 action points under these 4 sub-themes that will catalyze the journey of the country towards the vision of India@100.

With 62 offices, including 10 Centres of Excellence, in India, and 8 overseas offices in Australia, Egypt, Germany, Indonesia, Singapore, UAE, UK, and USA, as well as institutional partnerships with 350 counterpart organizations in 133 countries, CII serves as a reference point for Indian industry and the international business community.



CII-Suresh Neotia Centre of Excellence for Leadership

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