Marketing Gurukul

Overview

The Marketing Gurukul at TMTC is a unique five-day programme that covers approaches and strategies essential for marketing strategists, practitioners, and executives. The programme takes marketing professionals deep inside the function and is designed to provide the most relevant inputs and includes topics such as Social Media Marketing, Mystery Shopping and Analytics for Marketing.

The programme adopts a practice based approach whereby modern day challenges of marketers are discussed in depth and learning is enabled through intensive discussions, faculty inputs, and experience sharing by leading practitioners from the industry. The focus is on contemporary issues like customer orientation, linkage between value and price, competitive strategies, and emphasizing the relationship orientation. The overarching objective of the programme is to reconnect marketing with the overall business purpose of the organization.

Objectives

Programme Highlights

- Aligning Marketing with Corporate Strategy
- Market Sensing
- Firms as Customers
- Understanding and Interpreting Customer Value
- New Approaches to Segmentation for Better Market Impact
- Managing Channel Segments and Conflicts
- Product Planning
- Enabling Service Excellence
- Enhancing Customer Experience through Measurement
- Exploring Rural Markets
- Managing Brand Communication Effectively
- Customer Relationship Management
- Social Media Marketing

Methodology

The programme utilizes a mix of class presentations, case study discussions, in-class exercises, innovative field studies and experience sharing by leading industry experts. Along with the in-class sessions there

are many engaging activities. A key benefit of the Marketing Gurukul is the richness of 'Participative Learning', as all the participants come from diverse backgrounds and industries.

Faculty

TMTC engages the best-in-class faculty for all its programmes. The lead faculty for this programme are eminent academicians & practitioners.

Who Should Attend

- Marketing planners and practitioners
- Marketing strategists
- Business Unit Heads
- Operations Heads
- Managers planning to shift to Marketing from other functions

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