



INDIAN INSTITUTE OF MANAGEMENT CALCUTTA



SUCCESSING AS A STRATEGIC CMO



Programme Director:
Prof. Ritu Mehta



Programme Dates:
January 15 - 19, 2024



Programme Venue:
MDC, IIM Calcutta

INTRODUCTION

Marketing has evolved from mass to customized, and now towards two-way digital dialog and data-driven marketing. This programme is designed for aspiring and current CMOs to prepare them for marketing responsibilities in the technology driven competitive business environment. This is an intense five-day program with a strong focus on strategic perspectives along with the rigor of marketing concepts and data driven marketing decisions. The programme would enable the participants to take key decisions in critical areas that could improve the performance of their firms.

OBJECTIVES

- Provide participants with strategic insights to help accelerate their careers
- Expose participants to complex issues related to branding, pricing and product decisions
- Conducting data and quantitative analyses for decision-making
- Understanding your role in creating customer-centric organization



PEDAGOGY

- Lectures and classroom discussions with hands-on exercises
- Case studies with quantitative and qualitative approach
- Marketing strategy simulations



WHO MAY ATTEND

- Middle management to senior executives with sales and marketing roles
- Managers across the organization with product development roles, and inter-functional requirements for management of products and services will also benefit.
- Executives involved in making key strategic marketing decisions
- Current and future CMOs aspiring to lead their organization



KEY TOPICS

- Marketing Intelligence to uncover customer insights
- The evolution of customer journey and managing customer touch points
- Managing product portfolio for higher value
- Creating customer-centric brands that become consumer habits
- Allocating resources and measuring effectiveness
- Implementing price segmentation
- Understanding competitive landscape
- Managing cross-functional relationships and building the team to achieve goals
- Applying insights, frameworks, and analytics to real-world marketing challenges



PROGRAMME DIRECTOR

Ritu Mehta is Professor of Marketing at Indian Institute of Management Calcutta. She obtained her PhD from the Indian Institute of Technology Kanpur. Prior to her PhD, she has a B. Tech in Chemical Engineering from L.D. College of Engineering, Ahmedabad and MBA in Marketing from Nirma University's Institute of Management. Prior to joining academia, Ritu worked in consumer-packaged goods companies in diverse sales and marketing roles. Her research interests include, among others, retailing, consumer behavior, sales promotions, green marketing, and role of gender in consumption and decision making. Her research has been published in journals such as Journal of Marketing Management, International Journal of Consumer Studies, Journal of Retailing and Consumer Services, International Journal of Retail & Distribution Management, Journal of Research in Marketing and Entrepreneurship, and Decision. She has presented her work at leading international conferences. She has taught in a wide variety of executive programmes. She has also developed several teaching cases with Ivey Publishing. Ritu's teaching interests include marketing strategy, marketing research, pricing, and services marketing.



PROGRAMME DETAILS

- **Duration:** January 15 - 19, 2024
- **Programme Commencement:** 9:00 AM on January 15, 2024
- **Programme Conclusion:** 2:00 PM on January 19, 2024
- **Venue:** Management Development Centre (MDC), IIM C Campus
- **Accommodation:** For Residential participants
 - **Check in:** January 14, 2024 (6:00 pm onward)
 - **Check out:** January 19, 2024 (2:00 pm)

PROGRAMME FEES

- **Residential (R):** ₹ 130,000/- plus taxes and surcharges as applicable.
- **Non-Residential (NR):** ₹ 120,000/- plus taxes and surcharges as applicable.

We would strongly encourage candidates to enroll as Residential participants, as the experience of an MDP is optimized in a full-immersion mode.

Discount on Programme fees:

A discount of 10% on the Programme fees can be availed by an organization if it nominates at least 4 participants for a particular MDP.

TERMS & CONDITIONS

- Participants would have to make their own travel arrangements.
- Accommodation at IIM C will be provided till 2.00 p.m. on the last day of the Programme. Participants staying beyond this time will have to bear additional stay and food charges, which they have to settle directly with the hospitality service provider, conditional upon room availability.
- Cancellation Policy: In case you/your nominated candidate(s) does(do) not attend the programme, 40% of the programme fees will be retained, as per policy.
- Executive Education Alumni: With effect from April 1, 2017, participants of IIM Calcutta's 'Open' MDPs who attend 20 days of learning through two or more Open MDPs will be eligible to apply for 'Executive Education Alumni of IIM Calcutta' status.



HOW TO APPLY

- You can apply/nominate your personnel by clicking on the “Apply Now” link corresponding to the particular MDP, as appearing on our online calendar available at: <https://iimcal.ac.in/mdp/mdp-calendar>
- Once the candidature(s) is (are) approved, the sponsoring authority or participant (in case of self-nomination) will be intimated over email along with the Payment Advice seeking programme fees in advance.
- Programme fees can be remitted online through Electronic Fund Transfer (NEFT/RTGS).
- Upon remitting the fees online, kindly intimate CMDP office with the UTRNo./relevant transaction details through email, so that we can connect your remittance to your nomination(s). Please note that confirmation of participation is subject to receipt of Programme fees by CMDP Office before commencement of the MDP.

IIM CALCUTTA’S ACCREDITATIONS AND RANKINGS

- Triple accreditations by AACSB (Association to Advance Collegiate Schools of Business), AMBA (Association of MBAs) and EQUIS.
- IIM Calcutta is the only B school in India to be a member of CEMS, a global alliance of leading business schools, multinational companies and NGOs
- IIM Calcutta has been ranked 2nd in India and 59th globally in ‘Open-enrolment Programmes’ category in the Financial Times Executive Education Ranking 2022. The Institute has secured 76th rank in Financial Times Global MBA Ranking 2023 and 1st in BT-MDRA Best B-School Survey 2022



Our correspondence address is as follows:

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For all other details on administrative matters please refer to the ‘Guidelines for Participants’ on our website or e-mail to program_mdp@iimcal.ac.in