



Program Code	OMDP19M02
Title Of the Program	Marketing Plan for Competitive Advantage
Date of the Program	April 19-20, 2019
The Lead Faculty	Prof Rajeev Kamble
Objective	<p>Many sales & marketing practitioners get so engrossed in their day-to-day routines and rituals that they end up ignoring a potential opportunity unfolding before their eyes. By virtue of the nature of their jobs, sales professionals are in a very coveted position to see an opportunity in its bud. If they are oriented towards recognizing such opportunities and analyzing them for their feasibility and benefit to the organization, their experiences can be leveraged into continuously improving strategic and competitive advantage of the organization.</p> <p>Through this well-orchestrated process- called marketing plan, organizations can undertake projects- small as well as big with much élan and bring in continuous improvements in their marketing processes- including tapping requirement for a new product; improvement in the way existing products are offered to the customer; distribution network and strategy; and many more.</p> <p>This programme, conducted in a workshop mode is aimed at making the participants think about the opportunities they may have come across themselves, and steer them through the process of evaluating some such opportunities into real propositions and work out a feasible plan to put them into action.</p>
Description/Content	The program will cover the entire gamut of marketing planning required for a real-life business (business idea), such as: evaluating the feasibility of idea vis-à-vis market realities in terms of consumer acceptance, market reach, profitability, sustainability, etc.; Aligning and fine-tuning the idea based on the market insights; developing a comprehensive marketing plan and a plan for its effective implementation.
Target Group	<ul style="list-style-type: none">• Working sales & marketing professional with at least 5 years work experience;• Entrepreneurs;• Partners in MSMEs heading marketing function;• Gen-next of Family Owned Businesses;• Professional managers who started their sales & marketing careers without formal management degree.



Takeaways	This programme is designed to orient marketing practitioners integrate market insights with organizational goals, objectives & competencies to tap the business (expansion) opportunities and turn them into success.														
Pedagogy (tools and techniques etc.)	This is a two-day programme planned in workshop mode. The participants are taken through the entire process in groups of 4-5, with systematic interventions by the faculty to keep the discussions on course and ensure that they result in meaningful outcome for the participants. The entire exercise is planned as a 'real-time' activity and not a theoretical one. Hence, the participants are asked to think of the real-life situations/ideas to work upon. The conceptual inputs, wherever necessary are given by the faculty at appropriate time.														
Program Fees	<ul style="list-style-type: none">• Rs. 10000/- +18% GST for Non-Residential Option• Rs. 12500/- + 18% GST for Residential (Twin sharing) option• Rs. 14500/- + 18% GST for Residential (Single occupancy) option														
Last date for depositing fees	Friday April 5, 2019 (Early bird discount available upto- March 15, 2019)														
Mode of Payments	Bank Details: <table border="1"><tr><td>BENEFICIARY BANK</td><td>YES BANK LTD</td></tr><tr><td>BENEFICIARY NAME:</td><td>INSTITUTE OF MANAGEMENT TECHNOLOGY, NAGPUR</td></tr><tr><td>ACCOUNT TYPE:</td><td>SAVINGS BANK ACCOUNT</td></tr><tr><td>ACCOUNT NO:</td><td>002894600000221</td></tr><tr><td>IFS CODE:</td><td>YESB0000028</td></tr><tr><td>BRANCH</td><td>VIP ROAD, CIVIL LINES, NAGPUR - 440001 INDIA</td></tr><tr><td>SWIFT CODE</td><td>YESBINBB</td></tr></table>	BENEFICIARY BANK	YES BANK LTD	BENEFICIARY NAME:	INSTITUTE OF MANAGEMENT TECHNOLOGY, NAGPUR	ACCOUNT TYPE:	SAVINGS BANK ACCOUNT	ACCOUNT NO:	002894600000221	IFS CODE:	YESB0000028	BRANCH	VIP ROAD, CIVIL LINES, NAGPUR - 440001 INDIA	SWIFT CODE	YESBINBB
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Inclusions	<ul style="list-style-type: none">• For Non-Residential : Academic Fees + Program Kit + Breakfast + Lunch• For Residential (Twin Sharing): Academic Fees + Program Kit + Accommodation (twin sharing) + All Meals + To and Fro transport from a pick up point in Nagpur• For Residential (Single Occupancy): Academic Fees + Program Kit + Accommodation (single occupancy) + All Meals + To and Fro transport from a pick up point in Nagpur														
Contact Details	<ul style="list-style-type: none">• Shubhangi Juneja (MDP Coordinator)• Connect on +91-7447777558• Write us - mdp@imtnag.ac.in														

Early Birds @ 10%: If booked 20 days in advance from the start date of the particular program

Group booking @ 10%: If booking is done for 3 and more persons from the same company