



# INDIAN INSTITUTE OF MANAGEMENT CALCUTTA



## SUCCESSING AS A STRATEGIC CMO

-  Programme Directors: Prof. Ritu Mehta & Prof. Prashant Mishra
-  Programme Dates: January 20 - 24, 2025
-  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 programme 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 DIRECTORS

**Dr. Ritu Mehta** is a Professor in the Marketing Group of 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.





**Dr. Prashant Mishra** is a Professor in the Marketing Group of IIM Calcutta. His research interests include Sales & Marketing Processes, Consumer Psychology, Digital Marketing and Sustainability. In Executive education, he has led, designed and delivered learning and development initiatives for Business Leaders, Mid-level Sales and Marketing leaders, Unit Heads for more than 50 organisations both in Public and Private sectors. Some salient initiatives were for leading Indian FMCG, Telecom, Banking, Insurance, Pharmaceutical and Energy (including Oil & Gas, Power) and IT Firms. He has also conducted programmes for Senior Management Professionals with International learning component and has led several senior business executive delegations across the globe for interactions with the Corporate Headquarters, Policy Research Institutions, Local Nodal Ministries, Local Industry Associations and Chambers of Commerce, Manufacturing Units of Leading Firms, International multilateral institutions such as WTO, UN, ILO, EU, OPEC, etc. His recent consulting engagements have been mostly on building customer-centric processes, marketing audit, creating new brand and brand strategy, sales process mapping and facilitating strategy planning in leading Indian conglomerates.



## PROGRAMME DETAILS

- Programme Commencement:** 9:00 AM on January 20, 2025
- Programme Conclusion:** 2:00 PM on January 24, 2025
- Accommodation:** For Residential participants, on single occupancy
  - **Check-in:** January 19, 2025 (6:00 PM onward)
  - **Check-out:** January 24, 2025 (2:00 PM)



## PROGRAMME FEES

- Residential (R):** ₹ 1,35,000/- plus taxes and surcharges as applicable.
- Non-Residential (NR):** ₹ 1,25,000/- 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 Calcutta will be provided till 2:00 PM on the last day of the Programme. Participants who may wish to stay beyond this time will have to check with the CMDP Office for room availability, and associated charges. IIM Calcutta does not provide any family accommodation.
- 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 01, 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 a Proforma Invoice 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) & 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's MBA programme has been ranked 60th and MBA-Ex programme 76th in Financial Times Global rankings, 2023. In Domestic rankings, the Institute has secured 1st position in both BT-MDRA and Fortune India Best B-School Survey 2023



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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](mailto:program_mdp@iimcal.ac.in)**