



CONTENT MODULES

Session Plan:

Session One: The Role of Marketing

- What is Marketing?
- Profits first or customers?
- Strategic marketing framework

Session Two: Customer Orientation

- Case – Discuss Tetra Pack Case
- Is your organization customer-oriented?
- Embedding customer orientation

Session Three: Emerging Consumer Trends

- Caselets – Discussion on
The Body Shop
Starbucks
Bono's (RED)
Innocent juices
- Ethical marketing and green consumerism as the next big trends.

Benefits:

- Delegates will develop a richer understanding of the strategic role of marketing and how it can contribute to business success.
- Marketing decision-making will be facilitated through the use of an overarching marketing framework.
- Delegates will identify opportunities to improve customer orientation in their own organizations.
- Delegates will learn about emerging consumer trends that potentially will represent profitable opportunities in the future.

Workshop Description:

Marketing in Strategic Perspective is a one-day programme focused on understanding and developing customer orientation, with attention to the emerging trend in marketing of ethical consumerism. The first half of the day will examine the strategic role of marketing and the importance of customer orientation. It will highlight how customer orientation can be misunderstood and not delivered, with potentially disastrous consequences. Discussion will include a case study on Tetra-Pak and be supplemented by an assessment of customer orientation within delegates' own organizations. In the second half, customer focus will be considered in light of the emerging trend of ethical consumerism, with data to support the trend and mini-cases discussed to illustrate further the idea that marketers must increasingly consider a range of consumer concerns about diverse ethical issues, from environmental impacts of companies and products to labour practices in the supply chain.

Objectives:

1. To explain the strategic role of marketing in contemporary business within the context of an overarching framework.
2. To examine the significance of customer orientation and the challenges to be overcome.
3. To explore emerging consumer trends, including the rise of the ethical consumer.
4. To illustrate the workshop concepts using Western and Indian case studies and examples.

Target Audience:

This workshop is specifically designed for experienced marketing Senior and mid-level directors and executives who want to improve their strategic marketing thinking and skills and update their knowledge on customer-centred marketing strategy and emerging trends, to be successful in an increasingly global and competitive business environment.



REGISTRATION DETAILS

Limited Registration Allowed

NEW DELHI

Ph.: +91-11-41799933/84
Mob.: +91-9811270918, 9818061107
e-mail: chanda.mehra@iipm.edu
debashis.mazumdar@iipm.edu

AHMEDABAD

Ph.: +91-79-32929081
Mob.: +91-9898030929
e-mail: dipankar.sarkar@iipm.edu
prasun.kumar@iipm.edu

PUNE

Ph.: +91-020-56420401/02
Mob.: +91-9371031556, 9860084440
e-mail: jayanta.chakraborti@iipm.edu

HYDERABAD

Mob.: +91-9849802020, 9866893546
e-mail: shyam.s.pujala@iipm.edu
naresh.shetty@planmanconsulting.com

In association with

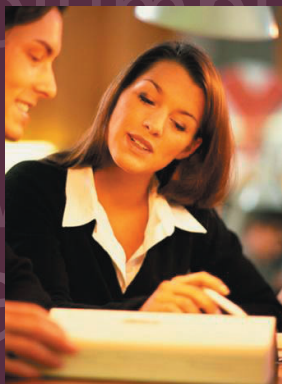


Communicate. Organise.

Investment: Rs. 10,000/- per participant plus taxes
Payment should be made via Cheque/DD drawn in favour of 'Planman Consulting (India) Pvt. Ltd.'

www.iipm.edu | www.planmanconsulting.com

PROGRAMME DIRECTORS



Dr. N. Craig Smith is Senior Associate Dean of the Full-Time MBA Programme and Senior Fellow in Marketing and Ethics at the London Business School. He was previously on the faculties of Georgetown University and Harvard Business School. At London Business School, he teaches the required Business Ethics and Corporate Responsibility course on the full-time MBA programme, the Marketing core course on the executive MBA programme, as well as various executive courses.

Craig's research examines corporate responsibility, marketing ethics, consumer boycotts, deception in consumer research, and ethical decision-making in an increasingly global business environment. His work on these topics appears in a variety of publications, including Journal of Marketing, Psychology and Marketing, Journal of Business Ethics, Journal of Retailing, Harvard Business Review, Sloan Management Review, and California Management Review.

He serves on the Editorial Boards of the Journal of Business Ethics, Business Ethics Quarterly, the Journal of Business Ethics Education, the Journal of the Academy of Marketing Science and the Journal of Public Policy and Marketing. He is on the Academic Board of the European Academy of Business in Society (EABIS), the Scientific Committee of Vigeo (a corporate social responsibility rating agency), and he consults with various organizations on business and marketing ethics and corporate social responsibility.



Dr. N. Craig Smith
London Business School

NEW DELHI : 10th May

PUNE : 12th May

HYDERABAD : 14th May

AHMEDABAD : 15th May



Marketing in
Strategic Perspective:
Customer Orientation &
Emerging Consumer Trends

Prof Rajita Chaudhuri
IIPM



Prof Rajita Chaudhuri is the Dean Center for Enterprise Management (3 year integrated course in Planning and Entrepreneurship) at The Indian Institute of Planning and Management, New Delhi. Prof Rajita Chaudhuri is also a regular and well acclaimed columnist of 4P's Business and Marketing magazine. Over the years, she has been involved with various training and development activities of the institute and has conducted workshops for big and well established industrial houses across India. Her expertise lies in expert knowledge in marketing strategy, business professionalism and the essence of team building in achieving the required effectiveness and her workshops are commonly represented by senior executives from well known corporations. She also heads Planman Marcom – An integrated communications, advertising and promotions company.

Prof Chaudhuri has trained over ten thousand senior executives and professionals and has helped organizations create efficiencies in enhancing proficiency in business execution and operations. Prof Chaudhuri has also written a book on Advertising titled "Orangutan as your Brand ambassadors". She has extensively consulted companies in India on various Branding and Marketing issues and has also conducted a number of management development programmes.

