BUSINESS STRATEGY & MARKETING MANAGEMENT

DATES : 29TH FEBRUARY & 1ST MARCH 2020
APPLICATION DEADLINE : 22/02/2020 UP TO 5 PM
VENUE : DEPARTMENT OF MANAGEMENT STUDIES IIT DELHI
COURSE COORDINATOR : PROF. HARISH CHAUDHRY
Vision

- To contribute to India and the World through excellence in scientific and technical education and research; to serve as a valuable resource for industry and society; and remain a source of pride for all Indians.

Mission

- To generate new knowledge by engaging in cutting-edge research and to promote academic growth by offering state-of-the-art undergraduate, postgraduate and doctoral programmes.
- To identify, based on an informed perception of Indian, regional and global needs, areas of specialization upon which the institute can concentrate.
- To undertake collaborative projects which offer opportunities for long-term interaction with academia and industry.
- To develop human potential to its fullest extent so that intellectually capable and imaginatively gifted leaders can emerge in a range of professions.
The department currently runs a two-year full-time MBA programme (General and with focus on Telecommunication Systems Management) and a three-year part-time MBA programme (with focus on Technology Management). MBA Program in IIT Delhi is designed keeping in mind the changes in business environment and the need of the industry. Our academic program is comparable to the best that are available in the world-class business schools for creating managers to face the new challenges of the ever-changing market environment. The entire course aims at creating holistic managers trained by a very eminent faculty, which is also supported by the experienced professionals as external faculty from India and abroad. The students are admitted through a rigorous screening process that includes CAT score, group discussion and interview. IITD MBAs are known to do well.
Need & Objective of the course on BUSINESS STRATEGY & MARKETING MANAGEMENT

- The need is to understand the value of marketing and strategy in this era of technology & innovation.
- The objective of the course is for a student to apply frameworks to solve current and emerging issues in Marketing & Strategy.
Why Business Strategy & Marketing Management course from IIT Delhi?

- **Certificate:** Certification in Marketing & Strategy from IIT Delhi
- **Lectures by Thought Leaders:** Lectures by faculty members of Department of Management Studies IIT Delhi
- **Interaction with Industry Experts:** Lectures and interactive session by industry experts.
- **Interaction with IIT Delhi Alumni:** Lectures and interactive session by alumni members of IIT Delhi.
- **Networking:** Opportunity to get connected with professors of IIT Delhi.
- **Build Your Business:** Improve your family business or start a new business by learning marketing techniques and business strategies.
- **Future Opportunities:** Improved Resume Value will give better Internship & Job prospects in India & Abroad
Course Details

- The course duration is of 16 hours over 2 days and it comprises of classroom study and networking session with Industry experts.
- Foundation Learning in Marketing & Strategy
- Global Management Concepts, Techniques & Practices
- Lectures based on management frameworks
- Case study driven teaching so as to help the students understand the real world scenario
- Venue - Department of Management Studies IIT Delhi
Important Details

Pricing
Rs. 15000/-
Inclusive of the following cost:
- Course fees
- Course Material
- GST
- Meals: High Tea & Lunch
- Certificate from IIT Delhi

Application Deadline
- 22nd February 2020 up to 5pm
- Send Resume to below Email to apply for the course:
  courses.dmsiitd@gmail.com

Eligibility
- Age: 18+
- Educational Qualification
- Student pursuing or completed any UG/PG/PhD
- Freelancer
- Working executive

Schedule for 29th Feb & 1st March 2020
- Lecture 1: 10am - 11am
- Mid-Morning High Tea: 11-11.15
- Lecture 2: 11.15pm - 1.15 pm
- Lunch Break 1.15-2 pm
- Lecture 3: 2pm - 4pm
- Evening High Tea: 4-4.15pm
- Lecture 4: 4.15-6.15pm
COURSE CONTENT

MARKETING MANAGEMENT
- Product & Brand Management
- Market Research
- Advertisement & Sales
- Digital Marketing influence on businesses strategies

BUSINESS STRATEGY
- Strategic Management & Innovation
- Strategic Intent for Disruptive Management
- Sustainable Strategic development for Global Technology Transfer
- Design Thinking
Application Process

1. Send your resume to Email id courses.dmsi ltd@gmail.com
2. Shortlisted applicants would be notified via mail to appear for personal interview
3. Selected students will be notified via mail to submit the fees to confirm your registration for Marketing & Strategy 2020.
Important Dates

- 22/02/2020, upto 5pm
  - Last date for receiving applications

- 23/02/2020, 24/02/2020
  - Personal Interviews as per interview slot given to each student

- 25/02/2020
  - Interview Results

- 26/02/2020, upto 5 pm
  - Program Fee to be submitted by selected candidates
Contact Us

Address

- Department of Management Studies
  IV Floor, Vishwakarma Bhavan,
  Saheed Jeet Singh Marg,
  Hauz Khas
  Block B, Katwaria Sarai
  New Delhi, Delhi 110016

Email
courses.dmsiitd@gmail.com

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