



The CMO's Playbook: Executive Edition

September 07 – 11, 2026

Overview

A playbook is a set of rules and methods suitable for a particular role, and is a term often used in sports. 'The CMO's Playbook: Executive Edition' aims to help marketing managers develop a playbook for CMOs (chief marketing officers), in order to enable strategic decision making in marketing. The program focuses on marketing strategy and decision making, which can then be used to determine the marketing plan and tactical aspects of marketing.

Through a set of interactive lectures, case discussions, and a highly-effective multi-session team-against-team simulation, participants will develop the ability to define and analyse strategic issues that concern CMOs every day. During the program, participants will consider multiple perspectives, develop alternatives, and make choices, which enables deep hands-on learning. This course is useful for anyone currently in or aspiring for a senior management role in marketing.



Who is this program for?

01

Marketing professionals aiming to develop/refresh their strategic marketing skills or transition to strategic roles in marketing.

02

Business owners and founders aiming to enhance market orientation of their business.

03

At least five years of work experience in marketing or allied role is required.

Pedagogy

This program will involve interactive lectures (with faculty from academia and industry), case discussions, and hands-on exercises (including a multi-session simulation). As a result, the program is rigorous and learning is heavily participant-driven.

Learning outcomes

- 01 Understand the basics of high-level decision making in the domain of marketing.
- 02 Gain the ability to define and analyze strategic issues that concern a CMO
- 03 Understand the role of deep consumer psychology and martech in the larger marketing effort
- 04 Develop the perspective required to take strategic decisions in marketing
- 05 Learn how to drive the marketing effort in order to business results



Main topics



Marketing strategy, marketing mix, and marketing plan



Segmentation and targeting, positioning and branding



Product portfolio management, new product launch, market research



Use of martech, analytics, attribution, automation



Holistic perspective of all marketing activities



Role of marketing in the organization: interface with production, R&D, and finance



How to think like a CMO

Facilitator:



Prof. Priya Narayanan

Associate Professor,
Marketing Management



Programme Fee:

RESIDENTIAL

Rs. 1,12,500

NON-RESIDENTIAL

Rs. 1,02,500

GST @ 18%

Discount will be available for IIMK Alumni & Corporate nominations (in group)

Cancellation Policy:

Joining instructions will be sent to the selected candidates 10 days prior to the start of the programme. Kindly do not make your travel plans unless you receive the confirmation email from IIM Kozhikode. If the programme is cancelled, the participants or the sponsoring organization will have the option to either get the fee paid by them adjusted against any other future management development programme(s) of the Institute or get a refund. IIM Kozhikode will not be liable for any other expenses incurred by the organization or the participant. Also the transaction fee will not be refunded.



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