

## Facilitators:



**Prof. Sreejesh S**

Associate Professor, Marketing  
Management

Prof. Sreejesh S is currently working as Associate Professor of Marketing Management Area at Indian Institute of Management Kozhikode, Kerala, India. His main research interests include brand management, services marketing, online marketing & advertising. His publications have appeared in the leading journals of marketing, such as European Journal of Marketing, Industrial Marketing Management, Computers in Human Behaviour, Journal of Travel and Tourism Marketing, Marketing Intelligence and Planning, International Journal of Contemporary Hospitality Management, Internet Research, etc. In addition to the chapter contributions in books and case study developments, he has also authored books of international repute with Pearson India and Springer International.

### Programme Fee:

**Rs. 60000 (Residential),  
Rs. 50000 (Non-Residential).  
GST @ 18%**

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