



भारतीय प्रबंध संस्थान कोषिककोड  
**Indian Institute of Management Kozhikode**  
*Globalizing Indian Thought*

**T**  
**TIMESPRO**



# TAKE THE LEAP FROM CONVENTIONAL TO MODERN MARKETING

Professional Certificate Programme in  
**Advanced Marketing Strategy & Analytics** (Batch 03)

10 Months | Online | ₹1,74,000

# IIM Kozhikode Advantage

## *From the Director's Desk*



"IIM Kozhikode has designed **The Advanced Marketing Strategy & Analytics** programme to give participants a holistic experience of the marketing industry with vital concepts of strategy and marketing analytic fundamentals. We also want to promote their learning to forecast and influence business decisions by using insights provided through analytical techniques and tools.

Businesses today have seen a complete transition than they used to run a decade ago. Recent industry reports suggest that close to 68% of business leaders in India have reported that having high agility reduced their costs by 25%. It is thus imperative for business leaders of today and the future to expand their knowledge across domains and proactively make decisions to be effective leaders. IIM Kozhikode programmes designed by world-class faculty with their cutting-edge thought leadership and industry-leading insights empower participants to manage and lead complex business challenges with confidence and data-driven, informed decision-making ability. Our growing global footprints acknowledged and accredited by leading institutions of the world are a testimony to growth we have achieved in our 25-year journey of academic excellence.

At this juncture, it is also pertinent to share that both future and past are integral to the path taken by an institution on this journey of excellence. Having a wide, far-seeing vision is not an indulgence but an activity that is necessary to give meaning to our present, to give this Institution a sense of purpose, direction and imagination. That is why we have chosen to think in terms of what IIM Kozhikode will be able to contribute to India and the world some three decades from now with 'Vision 2047: Globalizing Indian Thought'. The Institute has set for itself a pre-eminent role with the above motto. The sheer scale, scope and potential impact that India will have on 21<sup>st</sup> century business makes us believe that this is a legitimate aspiration."

Wishing you all the very best!

A handwritten signature in orange ink that reads "Debashis Chatterjee". The signature is fluid and cursive, with the first letter 'D' being particularly large and stylized.

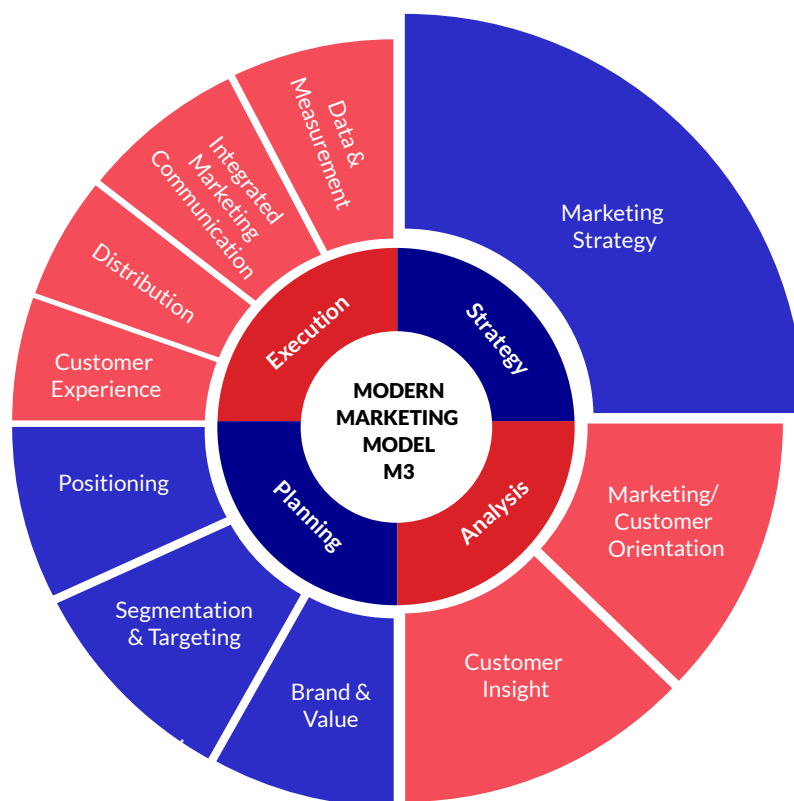
Prof. Debashis Chatterjee,  
Director, IIM Kozhikode

# Marketing

The marketing function is the foundation of any business or enterprise and successful marketing can translate into a potent force of strategic change. Marketing today has evolved from the '4 P's of Marketing' into a data-driven, customer-centric, and omnichannel effort managed with a holistic, cross-disciplinary perspective. This warrants a dramatic change in how contemporary marketing is taught, comprehended, and implemented.

## Advanced Marketing

As digital marketing becomes the new normal and best practices evolve at an unprecedented pace, today's organisations must work innovatively, strategically, and constantly to stay competitive and grow. Advanced marketing builds on the multi-foundational concept of modern marketing by leveraging technology to engage consumers, collect and analyse data to glean consumer insights. It uses an optimal blend of digital, data-driven, customer-focused, and integrated marketing channels to develop successful marketing strategies. The Advanced Marketing Model (M3) is a unifying force that fuses digital and classic marketing into one future-facing framework.

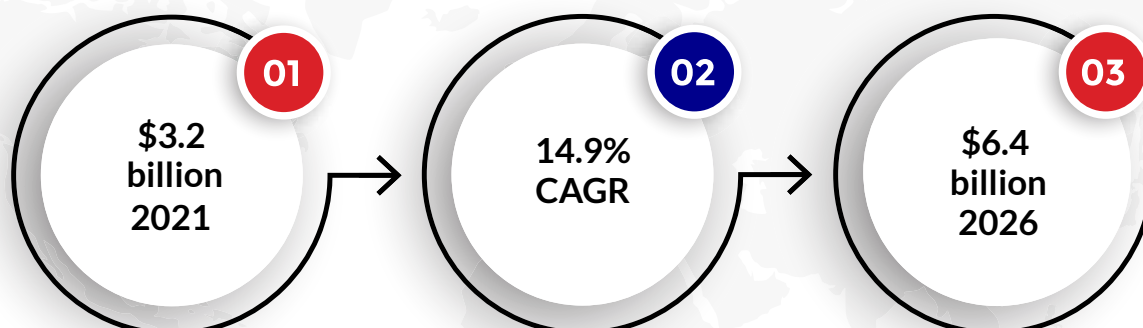


## Marketing Analytics & Strategy

Marketing analytics compiles data from various marketing channels into a consolidated marketing view, revealing deep insights into the decision-making process and buying behaviour of consumers. Marketers can then leverage these insights to formulate marketing strategies, assessing them, measuring their impact, and optimising them to maximise business performance.

Marketing analytics benefits both marketers and consumers. It enables marketers to achieve higher ROI on marketing investments by understanding what is successful in driving either conversions, or brand awareness, or both. Consequently, consumers are subjected to targeted and personalised communications that address their specific needs and interests.

## Global Market for Marketing Analytics



Source: 'Marketing Analytics: 2021-2026' Report by ResearchAndMarkets.com

*Advanced analytics approaches include marketing-mix modeling (MMM); heuristics such as Reach, Cost, Quality (RCQ); and emerging approaches such as Attribution Modeling. An organisation's choice of analytical options needs to be anchored to its overarching strategy based on their strategic return, economic value, and payback window. Marketeers need to be well-versed with these facets to take informed strategic marketing decisions. A programme from an IIM will bestow you with the required expertise.*



## Programme Overview

The **Advanced Marketing Strategy & Analytics** programme is designed to give participants a holistic orientation of marketing strategy concepts and marketing analytics fundamentals with the practical skills to analyse consumer data to make successful marketing decisions. Participants will learn how to forecast and influence business decisions using insights provided by analytical techniques and consumer information.

The programme also provides a valuable theoretical understanding of marketing strategy concepts and explains techniques used to identify, collect, manage, and understand marketing data for profitable use. It also equips learners to turn that information into relevant and effective marketing tactics. It will allow them to utilise the marketing expertise learned from this programme in any field including marketing strategy, product and brand management, and marketing analytics.

## Programme Highlights



A decision-oriented programme of marketing strategy and analytics



Real-life case studies and simulation-based pedagogy



Capstone project



IIM Kozhikode Executive Alumni status and certification

## Learning Outcomes

After completing this programme, the participants should be able to:



Know the techniques and strategies of marketing analysis beneficial for businesses



Make use of strategic and tactical marketing tools, company and market orientation, targeting and positioning strategy, IMC strategy, customer focused marketing mix planning, market strategy of MNCs in emerging economies and detailed consumer behaviour



Understand effective tools of analysing the marketing data and curating the strategy that will help to forecast and influence business decisions

# Programme Curriculum

## **Strategic Marketing Module**

- Introduction to strategic marketing, creating, and communicating value
- Strategic and tactical marketing, Porter's competitive strategy
- Marketing strategy and innovation
- Marketing in BOP, effect of BOP innovation
- Targeting and positioning strategy
- Product strategy
- Pricing strategy
- Integrated marketing communication strategy
- Sales strategy
- Marketing strategy of national and multinational companies in emerging economies
- Consumer behaviour and marketing strategy
- Marketing strategy simulation
- Capstone project

## **Marketing Analytics Module**

- Concepts, process, and relevance of marketing analytics in marketing decisions
- Qualitative investigation for marketing decisions
- Exploratory data analysis and statistical inference
- Predictive analytics in marketing – estimating the effects of marketing actions on consumer decision – correlation, simple regression, and multiple regression
- Finding consumers' perceptual dimensions and its effect on consumers' purchase decisions – factor analysis
- Market segmentation, estimating market size, market profiling – cluster analysis
- Consumers' discrete choice behaviour – Logistic regression
- Digital, social media and text analytics
- Classification and regression tree (CART) in marketing

- Consumers' utility of product features, product modification – Traditional conjoint analysis
- New product development, pricing decision, market share calculation – choice-based conjoint analysis
- Time series analytics in marketing (Demand forecasting)
- Study of cause and effect of consumer behaviour – Experimental analytics
- Customer lifetime value analysis
- Market basket analysis
- Capstone project



## Pedagogy

The teaching approach will be highly interactive and deploy diverse pedagogical tools and techniques including lectures, real-life case studies, marketing strategy simulation, hands-on data analysis, capstone projects, and participants' experience sharing.

## Programme Delivery

Sessions will be conducted via a state-of-the-art Interactive Learning (IL) platform and delivered on BCCL technology platform to participants from Direct-to-Device (D2D) mode that can be accessed by learners on their Desktop, Laptop, Tablet or Smartphone. Participants will be provided reading materials, etc., for each course. They may also interact with the concerned faculty through e-mails/chat mode. Archives for students will be provided till the end of the programme.



### Schedule

Sundays –  
09:00 a.m. – 12:00 noon

### Duration

10 Months

## Eligibility Criteria

- Bachelor's Degree (10+2+3 or 10+2+4)/Diploma (10+2+3) in any discipline from any recognised university
- Minimum 5 years of full-time work experience post completion of qualifying degree

## Who Should Attend?

- Mid to senior-level managers working in the marketing/sales/marketing analytics domain
- Mid to senior-level marketing professionals with knowledge of marketing/sales/marketing analytics domain, keen to learn the effective tactics of analysing data, deriving profitable conclusions, and using them in curating strategies for business enhancement

## Admission Criteria

The selection will be based on candidate's credentials, subject to meeting eligibility criteria. Final selection of participants will be solely done by IIMK.

## Attendance Criteria

A minimum of 75% attendance is a prerequisite for successful completion of the programme.





## Assessment & Evaluation

- Evaluation methodology is the discretion of the faculty.
- The methodology includes online exams, case analysis, class contribution and any other component as decided by the faculty.
- The programme may require participants to work on individual/group assignments and/or projects. The main objective of such assignments/projects will be to help the participants apply their conceptual learning in the programme to actual organisational decision scenarios.
- The participants will have to secure the minimum pass marks in the respective evaluation components.

## Certification & Alumni Status

- Participants who successfully meet the evaluation criteria of the programme and satisfy the requisite attendance criteria, will be awarded a 'Certificate of Completion'.
- Participants who are unable to clear the evaluation criteria of the programme but have the requisite attendance will be awarded a 'Certificate of Participation'.
- Successful participants passing in the programme will also be accorded IIM Kozhikode Executive Alumni status.

*\*\*All certificate images are for illustrative purposes only and may be subject to change at the discretion of IIM Kozhikode.*

## Programme Directors



**Prof. Atanu Adhikari**

Prof. Atanu Adhikari earned his bachelor's degree in engineering, and MBA (Gold Medalist) and Ph.D. in Marketing Management. He was a visiting researcher to Whitman School of Management, Syracuse University, USA and Commonwealth Academic Fellow to London Business School, UK. He was a Doctoral Fellow of Royal Statistical Society London, UK. He has taught as adjunct faculty in many business schools abroad and in several IIMs in India. He has taught as a co-instructor in post graduate programmes for executives with leading international faculties from Cornell University and Syracuse University. He has designed and conducted several executive education and management development programmes for middle and senior management executives working in Fortune 500 companies, large Indian companies, and public sector organisations.

His research work has been selected and presented in number of top-level international conferences organized by Marketing Science, American Marketing Association, 7<sup>th</sup> World Congress in Probability and Statistics, Royal Statistical Society and similar academic forums in the USA, UK, France, Germany, Italy, China, Australia, and Singapore.

Prof. Adhikari has received several awards and honors from national and international bodies, which include Academy of Marketing Science USA, Marketing Management Association USA, EFMD, Belgium, Oikos International, Switzerland, Ivey Business School, Canada, in addition to several research grants from international bodies.

He has written several case studies which are available with Ivey Publishing and Harvard Business Publishing and being used in national and international business schools including Cornell University, INSEAD, Syracuse University and IIMs among other business schools.



## Programme Directors



**Prof. Shovan Chowdhury**

Shovan Chowdhury is a professor in the area of Quantitative Methods and Operations Management at Indian Institute of Management Kozhikode, Kerala, India. He earned Bachelor of Science, Master of Science, and Ph.D. degrees in Statistics from Calcutta University, Kolkata, India. Prof. Shovan teaches various courses at MBA and Ph.D. level including data analytics, predictive analytics, stochastic modelling, multivariate analysis, probability, and statistics. He is the coordinator and faculty of various executive programmes at IIMK including Business Analytics, Healthcare Management & Analytics. He is an active researcher in the area of applied statistics, predictive analytics, and business forecasting. Prof. Shovan, recipient of Emerald Literati Awards 2019, has published several articles in leading international peer-reviewed journals, including Statistics and Probability Letters, Operations Research Letters, International Journal of Production Research, International Statistical Review, and Quality and Reliability Engineering International. He is the co-author of the book titled Applied Statistics in Business and Economics and Forecasting and Predictive Analytics by a leading international publisher. He has presented research papers in renowned international and national conferences. He is a life member of International Indian Statistical Association and member of American Statistical Association and INFORMS. He has administrative experience as Chairperson of Placements, and Alumni Relations at IIMK. He has worked as a consultant statistician with software firms, and healthcare organisations.

## Programme Fees

Particulars	Amount (₹)*
Programme Fee	1,74,000
<b>Total</b> (Excluding GST)	<b>1,74,000</b>

Note:

\*Taxes will be added as applicable.

\*All fees will be collected by BCCL.

This is with reference to the refund of the processing fee. Please note that the processing fee shall not be refunded in the following circumstances:

- In case candidate rejects the offer issued by the Institute; and
- In case the application is rejected due to submission of incomplete documents and/or providing incomplete information and/or eligibility criteria not fulfilled.

## Instalment Schedule

Instalment	Date	Amount (₹)*
I	To be paid at the time of registration	15,000
	12 <sup>th</sup> November, 2022	28,000
II	10 <sup>th</sup> March, 2023	44,000
III	10 <sup>th</sup> May, 2023	43,000
IV	10 <sup>th</sup> July, 2023	44,000

\*Taxes will be added as applicable.

## Programme Timelines

Application Closure Date	10 <sup>th</sup> September, 2022
Programme Start Date	8 <sup>th</sup> January, 2023
Programme End Date	November 2023

**APPLY NOW** 



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Started in 1997 with its Post Graduate Programme (PGP), the **Indian Institute of Management Kozhikode (IIMK)** is on a high growth trajectory today, offering widest range of academic programmes in the field of management education. These include Doctoral Programmes in Management, Executive PG Programmes, Management Development Programmes, and Faculty Development Programmes. IIMK set up a Satellite campus at Infopark, Kochi, in 2013 dedicated to Executive Education. IIMK has also the unique distinction of launching a PhD (Practice Track) programme for working professionals besides bringing in new dynamic courses in Women Leadership, one-year Post Graduate programme in Business Leadership (2019) MBA in Finance, and MBA in Liberal Studies & Management (2020). The institute is also home to IIMK LIVE, a first-of-its-kind startup incubation programme, and the Indian Business Museum.

IIMK aims to create a unique and futuristic space of global reckoning so as to nurture the finest management thinkers in the pursuit of developing innovative, socially responsible, and environmentally friendly practitioners, leaders and educators. Strategically moving towards a better future, the Institute strives to provide holistic learning – giving equal weightage to academic solidarity and practical application. IIMK integrates concepts with applications and values, thus transforming individuals into dependable, capable, caring and fair-minded personalities who will contribute towards the development of communities.



**4<sup>th</sup>**

NIRF India Rankings  
2021: Management

**2<sup>nd</sup>**

Atal Innovation  
Rankings (ARIIA) 2021

**16+**

QS Executive MBA Rankings  
(EPGP) in Asia Pacific for 2021





TimesPro, the award-winning EdTech initiative of The Times Of India Group, was established in 2013 to cater to the diverse learning needs of Indians with aspirations of career growth.

Taking the rich legacy of trust, knowledge, and learning of The Times Of India Group forward, TimesPro strives to embody the values of Education 4.0 – learner-centric, industry-relevant, role-specific, and technology-enabled – in its executive education programmes.

Ranging across industries and domains, these programmes are curated and offered in collaboration with premier national and global educational institutions to fulfil the aspirations of millions of professionals by equipping them with the right knowledge and skills.

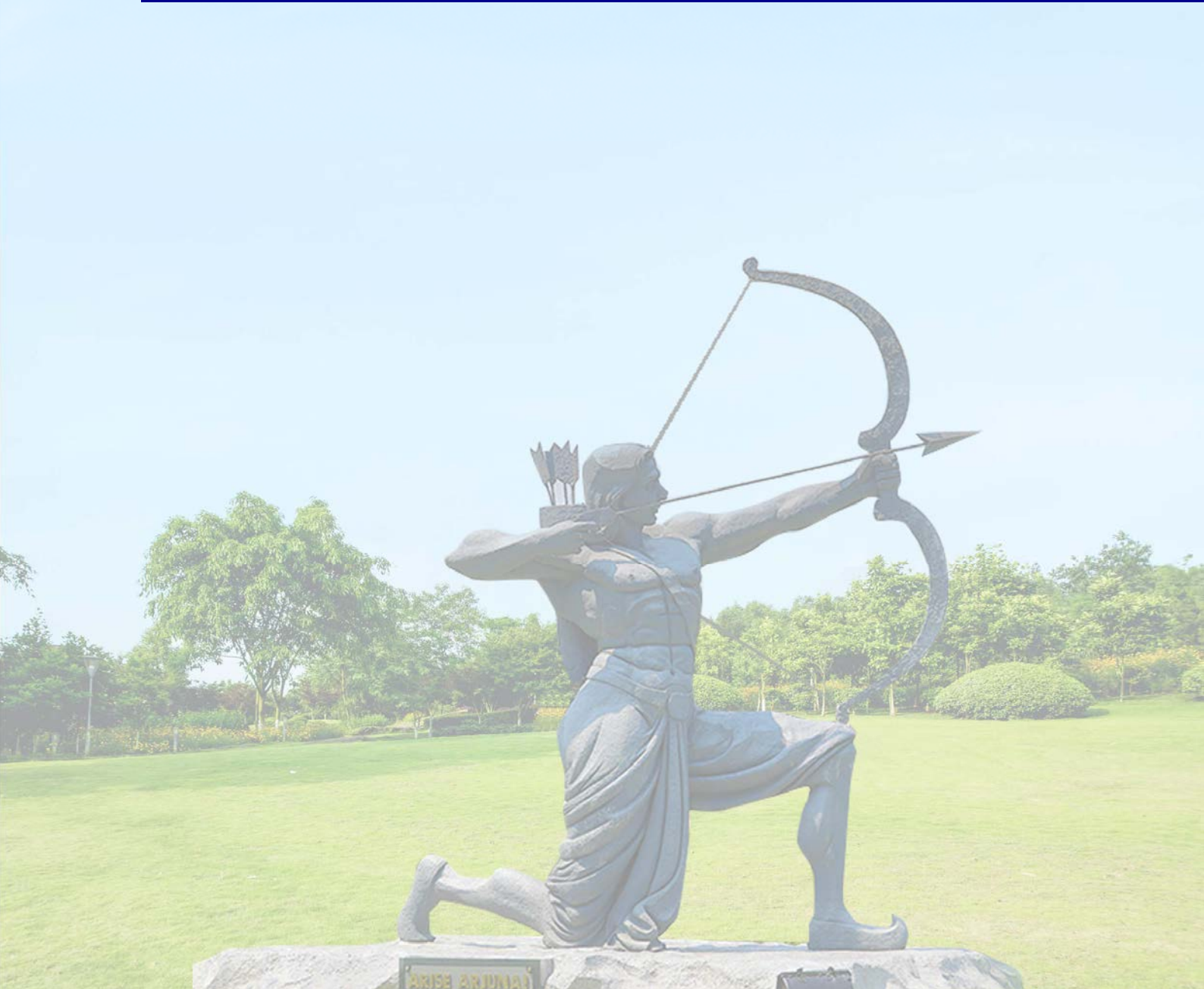


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