



भारतीय प्रबंध संस्थान कोषिकोड

Indian Institute of Management Kozhikode

*Globalizing Indian Thought*



# STRATEGIES FOR PRODUCTS AND MARKETING

September 23 - 25, 2025

## Course Overview

This course is designed to equip working executives with the knowledge and skills necessary to develop and execute effective strategies for product development and marketing. Through a comprehensive exploration of market intelligence, product strategy, development execution, and product lifecycle management, participants will gain valuable insights into the intricacies of modern product management and marketing practices.

## Objectives:

The course "Strategies for Products and Marketing" aims to empower working executives with comprehensive skills and knowledge essential for effective product development and marketing strategies. Through a series of modules, participants will learn to generate deep customer insights, understand customer personas, and analyze customer needs using the KANO model. They will delve into market and competitor analysis to identify opportunities and challenges. Additionally, participants will master the fundamentals of product strategy, including crafting and tracking strategies aligned with business goals. The course will also cover execution strategies such as the stage-gate model and agile processes, emphasizing prioritization, road mapping, and testing concepts. Furthermore, participants will explore product lifecycle management, including positioning, communication, pricing, and sales support. Ultimately, the course aims to equip executives with the tools and techniques necessary to drive innovation,



maximize market opportunities, and achieve sustainable growth in today's competitive business landscape.

Overall, this course aims to empower working executives with the knowledge and skills necessary to develop and execute successful product and marketing strategies in today's dynamic business environment. Through a combination of theoretical insights, practical case studies, and hands-on exercises, participants will be equipped to drive innovation, maximize market opportunities, and achieve sustainable business growth.

## Course Coverage:

### Market intelligence for new product development

- Generating deep customer insights
- Understanding customer personas
- Analysing customer needs with KANO model
- Market analysis
- Competitor analysis

## **Design and execution of successful product strategy**

- Product strategy basics
- Product vision and objectives
- Crafting product strategy
- Tracking product strategy

## **Executing Successful Product Development**

- Stage -gate model of product development
- Discovery and delivery process and agile process
- Prioritization
- Road mapping
- Development buckets
- Testing product concepts
- Product analytics
- New product launches

## **Marketing of Products and life cycle management**

- Positioning and communication around new products
- Value proposition
- Benefit trees
- Pricing of the products
- SaaS pricing
- Sales support
- Sales enablement tools
- Finding and refining sales channels
- Finding growth

## **Pedagogy:**

This course employs a dynamic blend of teaching methodologies to cater to diverse learning styles and maximize participant engagement. Through a combination of case studies, interactive lectures, class exercises, simulations, and group discussions, participants will immerse themselves in practical applications of product management and marketing concepts. Real-world case studies will provide valuable insights into industry best practices and challenges, while lectures will offer in-depth theoretical understanding. Class exercises and simulations will enable participants to apply newly acquired knowledge in simulated scenarios, fostering critical thinking and problem-solving skills. Overall, this interactive pedagogy will create an immersive learning experience that empowers participants to effectively navigate the complexities of product management and marketing.

## **Participant Profile:**

This course is tailored for professionals currently employed in various industries who possess a keen interest in enhancing their knowledge and skills in product management and marketing. Participants may include product managers, marketing managers, business development professionals, entrepreneurs, and senior-level executives seeking to deepen their understanding and proficiency in product development and marketing strategies. While prior experience in these fields is advantageous, the course welcomes individuals from diverse backgrounds who are motivated to excel in product management and marketing roles. Whether participants are early-career professionals or seasoned experts, the course offers valuable insights and tools to drive success in their respective fields.



## Facilitator:



**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.

## 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.

### Programme Fee:

**Rs. 60000 (Residential)**

**Rs. 50000 (Non-Residential).**

**GST @ 18%**



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## Management Development Programme

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