



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

**TALENTEDGE**

Professional Certificate Program in  
**MARKETING & SALES**  
**MANAGEMENT**

From IIM Kozhikode | Batch 7



# **PROGRAM OVERVIEW**

**Facilitate seamless collaboration between the Sales & Marketing functions and deliver superior customer value!**

Crafting a great product is just the first half of the story of running a successful business. Generating revenue is dependent upon making the potential customers aware of the product, its advantages and the reasons why it is better than its competitors. The second half of your business story hence requires you to communicate this information effectively to the masses and the responsibility of writing this story rests on the shoulders of the Marketing & Sales team. Thus, it is evident that the success of a product and an organization relies heavily on the robustness and seamless collaboration between its Marketing & Sales functions.

The certification program in “Marketing & Sales” aims to improve the knowledge and skill sets of working professionals concerning the alignment of marketing and sales functions to deliver superior customer value and to achieve higher profitability. More specifically, the program has been developed in such a way that it deepens the participant’s understanding of marketing management concepts so that they will be able to appreciate the critical role of the same in the sales planning and management functions. This improves the participant's ability to comprehend the ways and means to deliver superior customer value by utilizing the potential of sales. Thus, the successful completion of this program will provide directions to a new career orientation by re-orienting their marketing foundations with a strong base in the area of sales management.

## **LEARNING OBJECTIVES**

- ◆ Understand the foundations of marketing and how to connect them with sales
- ◆ Have better clarity in terms of basic marketing parameters and their interlinkages with sales functions
- ◆ Possess improved knowledge and skill sets that support marketing related planning and execution in organizations through the sales team’s contributions in the areas of product development, pricing, place related decisions, and marketing promotion mix decisions
- ◆ Deepen the awareness and understanding of the typical conflicts between marketing and sales, and how to resolve them
- ◆ Equip yourselves with relevant skills to plan and prepare timely recommendations that support the alignment of sales and marketing

## **HIGHLIGHTS**



**Certificate of Completion**



**2-day In-Campus Immersion Module**



**Visualise Direct Impacts on Organizational Growth**



**Learn Through Real-Life Examples/Case Studies**



**Peer Learning Benefits**



**Qualify for Executive Alumni Status from IIM Kozhikode**

# WHO SHOULD ATTEND

**Marketing & Sales Executives** - Working Executives in Marketing/Sales or allied roles seeking an advancement in their current job profile

**Working Professionals** - Executives across any functional area, who aspire to make a career shift into marketing and sales

**Marketing & Sales Managers** - Managers who wish to comprehend the dynamics between marketing and sales to effectively manage the functions and drive higher revenue

## ELIGIBILITY

### EDUCATION

**FOR INDIAN PARTICIPANTS** - Graduates (10+2+3) or Diploma Holders (only 10+2+3) from a recognized university (UGC/AICTE/DEC/AIU/State Government) in any discipline

**FOR INTERNATIONAL PARTICIPANTS-** Graduation or equivalent degree from any recognized University or Institution in their respective country

Proficiency in English, spoken & written, is mandatory

### WORK EXPERIENCE

Minimum of 3 years overall experience in Marketing & Sales functions or at least 5 years of work experience in a business enterprise in a managerial position



# FACULTY



## **Dr. Sreejesh S**

Ph.D., M.Phil, MBA, MA (Economics)

Dr. Sreejesh S is currently working as an Assistant Professor in the Marketing Management Area at Indian Institute of Management Kozhikode. His main research interests include brand management, services marketing, online marketing & advertising.

His publications have appeared in leading marketing journals 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 several books of international repute with Pearson India and Springer International.



## **Dr. M Geetha**

Ph.D. (IIT Madras)

Dr. M. Geetha is an Associate Professor in Marketing Management area at the Indian Institute of Management Kozhikode. She obtained her Ph.D. in Marketing from Indian Institute of Technology Madras.

Her research and teaching interests include Consumer Behavior, Retailing and Branding. She has published in major international journals like European Journal of Marketing, Journal of Retailing and Consumer Services, Tourism Management etc.

# PEDAGOGY

The program pedagogy consists of various modes, such as on-campus classroom lectures, lectures through online interactive platforms, case analysis, simulations, exercises, and experience sharing by industry experts. In the majority of the cases, the deliverables will be explained using real-life examples/case studies connected with different industries, and hence, the participants will be able to connect the same with their actual work scenario.

Besides this, during the classroom sections, in addition to experience sharing by industry experts, the program also facilitates the participants to share their own experiences, and thereby encourages the debate and discussion within the groups, and hence peer learning is the essential feature of this program.

All enrolled students will also be provided access to our SLIQ Cloud Campus through which students may access other learning aids, reference materials, assessments, case studies, projects and assignments as appropriate. Throughout the duration of the program, students will have the flexibility to reach out to the professors, real time during the class or offline via our SLIQ Cloud Campus to raise questions and clear doubts.

# TESTIMONIALS



## **Kamal Chandra Pandey**

Associate Director - Clients Solutions  
Zyeta Interiors Pvt. Ltd.

I like the way case studies are framed, with each case study you get a lot of insight about it which was not thought of.

---



## **Amit Bhardwaj**

Cluster Head  
Mobisafar Services Private Limited

This course really helped me to grow in my career.

---



## **Arun Negi**

Area Manager  
Tata AIA Life Insurance

It was a good experience altogether, all the professors were helpful & experienced. They shared their experience for other industry students by giving them industry exposure.

---



## **Ashish Parija**

DGM, Strategic Initiatives  
Lok Bharti Education Society

The Course is very effective.

---



## **Kamlesh Kumar Tiwari**

Director & Cluster Head, Sales & Marketing  
Brinton Pharmaceuticals Ltd.

Overall good learning and useful for the future application.

# **SYLLABUS**

- Role of Marketing Research for Better Marketing and Sales Decision Making
- Marketing and Sales Analytics
- Data-driven Insights in Marketing and Sales
- Marketing Mix Modeling
- Developing Marketing and Sales Dashboard
- Sales Forecasting and Models
- Product Analytics
- Understanding the Marketing Potential through Data
- Product Potentiality and Feasibility Analysis
- Customer Analytics for Better Marketing and Sales
- Developing Branding Strategies and Plans
- Digital Marketing Analytics
- Marketing Strategy
- Emerging Trends in Understanding Consumers
- Customer Relationship Management
- Customer Experience Management
- Selling
- Sales Force Management
- Sales Force Compensation
- Sales Territory
- Key Account Management
- Negotiation and Influencing
- Design Thinking

## **IN-CAMPUS COMPONENT**

The dates for the 2 day In-Campus immersion session to be held at IIM Kozhikode will be communicated in due course. Attendance to the in-campus module is MANDATORY for all participants. The in-campus modules are subjected to the conditions that prevail at the point of time. These conditions pertain to the Pandemic or other unavoidable reasons. In case the current situation maintains the status quo, adequate alternate options with regards to the in-campus modules will be made available via online sessions.

## **ABOUT TALENTEDGE**

**TALENTEDGE**

Talentedge is an Ed-Tech firm. We are the first to bring 'Live & Interactive' anywhere learning in digital format. Jointly with some of the world's leading institutes and corporates, we offer courses to working professionals, enabling them to plan their future courses of action and fast track their careers. Our ability to recreate classroom type interactions in the virtual world has struck a chord with over 4,50,000 individuals and corporate learners, facilitating a social collaborative learning experience in the digital space. Talentedge is changing the way India learns. We are also one of the first Ed-Tech organizations to be credited with an ISO: 9001-2008 certification.

# ABOUT INSTITUTE



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

Started in 1997 with its Postgraduate Programme (PGP), the Indian Institute of Management Kozhikode (IIMK) is on a high growth trajectory today, offering the widest range of academic programs in the field of management education. These include Doctoral Programme in Management, Executive PG Programmes, Management Development Programmes, and Faculty Development Programs. IIMK set up a Satellite campus at Infopark, Kochi, in 2013 dedicated to Executive Education. IIMK has also the unique distinction of launching a Ph.D. (Practice Track) programme for working professionals besides bringing in new dynamic courses in Women Leadership, a 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 is ranked 4th as per the latest NIRF India Rankings 2021: Management. The institute also made its global debut for its flagship MBA (101+ globally, 7+ in Asia) and EMBA programme (101+ globally, 15+ in Asia) in the 2020/21 QS World University Rankings. It is also ranked No.2 in the CFIs (non-Technical) category in the Atal Innovation Rankings (ARIIA 2021) rankings released recently by the Ministry of Education, Govt. of India. IIM Kozhikode is globally accredited by EQUIS (EFMD) and AMBA (UK).

IIM Kozhikode 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. IIM Kozhikode 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.



## ASSESSMENT & CERTIFICATE



Evaluation methodology is the discretion of the faculty. A minimum of 75% attendance to the sessions (live as well as on-campus modules) is a prerequisite for the successful completion of this program. During the program, there will be periodic evaluations in the form of quiz, class assignments, project, case analysis, or any other objective/subjective assessment decided by the instructor during the class hours. Hence, the participants are expected to complete the given evaluation components on time.

IIM Kozhikode will award the program completion certification to those who complete the assessment components successfully along with the attendance criteria. The main objective of assignments/projects will be to help the participants apply their conceptual learning in the program to actual organizational decision scenarios.

The participants will have to secure the minimum pass marks in the respective evaluation components. Participants who successfully complete the same and satisfy the requisite attendance criteria, will be awarded a certificate of completion. Participants who are unable to clear the evaluation criteria but have the requisite attendance will be awarded a participation certificate.

## **PROGRAM DETAILS**

- ▶ Program Commencement: **25 September 2022**
- ▶ Schedule of classes: **Sundays from 03.30 p.m. to 06.30 p.m. IST**
- ▶ Duration: **12 Months**

## **PROGRAM FEE**

- ▶ For Indian Residents - **INR 1,60,000 + GST**
- ▶ For International Residents - **USD 3200**

Instalment Options Available



## **FOR MORE DETAILS**

Visit: [www.talentedge.com](http://www.talentedge.com)

Write to: [enquiry.dtd@talentedge.in](mailto:enquiry.dtd@talentedge.in) or

Call at: +91-9582086600