Decode the new reality of customer-centric marketing

MARKETING EXCELLENCE FOR STRATEGIC COMPETITIVE ADVANTAGE

September 23 - 26, 2019
ISB, Hyderabad Campus
Decode the new reality of customer-centric marketing

**Marketing Excellence for Strategic Competitive Advantage**

Marketing is a business function that has had to contend with rapid disruption on an unprecedented scale, with customers now communicating directly with brands over multiple channels and demanding nothing but the highest level of customer engagement, in their relationship and journey as a consumer. Compounding this challenge is a market landscape rife with unpredictability, where legacy tools of advantage like product differentiation can no longer be relied upon as steadfast levers of advantage. Business leaders who are tasked with finding the right balance between responsible and innovative strategies, can steer their organisation to profitability even through turbulent times. Planning and implementing a mixed marketing approach, designed to drive customer-centric experiences helps deliver the holy grail of marketing - brand equity.

**Programme Details**

September 23 (9.00 am) - 26 (5.00 pm), 2019 - ISB, Hyderabad Campus

**INR 1,75,000 plus GST @ 18%**

Fee includes food and accommodation at the ISB campus or at an equivalent facility based on availability.
Indicative list of past participating companies

L&T Technology Services
OLX India
Yum! Restaurants India
BMW India
AXA XL, A DIVISION OF AXA
Hero MotoCorp
Saint Gobain
Boston Scientific India
JK Tyre & Industries
Beximco Pharmaceuticals
Sula Vineyards
Bacardi India
YES Bank
Standard Chartered Bank
Lodha Developers
Tata Hitachi Construction Machinery
Reliance Industries
CISCO Systems India
Bennett Coleman & Co Limited
Bharat Petroleum Corporation Limited

Industry-wise participants
(Over the past 6 years)

Others include: Government, Defence, PSUs, Information Technology, Education, Food & Beverages, Manufacturing, and Travel & Hospitality.
About the Programme

This programme provides marketing professionals with a broad understanding of the challenges of this highly competitive market and sees these challenges through a customer-value lens. The aim of this programme is to enable you to use marketing strategies and frameworks as a conduit for building relationships with customers: long-term profitable relationships. Through the course of this programme, you will explore various marketing strategies: from traditional marketing topics like consumer segmentation and product pricing to more contemporary focuses in the field of marketing: like managing customer experiences and new product innovation.

Who should attend?

This programme is ideal for product managers and executives directly involved with marketing and planning to support/grow their business function. Managers from non-marketing functions such as engineering, operations, sales, finance, R&D etc., involved with new product development or identifying newer channels for promotions will benefit from understanding the nuances of effective marketing strategies. We encourage companies to attend this programme as teams.

“It’s a fantastic, practical programme on marketing for marketing managers, with great cross-industry exposure”.

- Parameshwaran, Director of Marketing & Business Excellence, Sanofi Pasteur
Key learning takeaways

- Customer-facing marketing processes for value creation
- Designing and managing customer experiences
- Challenges and implications of ‘connected customers’
- Making customer-centricity profitable
- Customer and brand equity
- Developing sustainable competitive advantages in business
- Managing the marketing mix in a competitive environment
- Impact of marketing on profitability, growth, and risk
- Changing roles and responsibilities of CMOs
- Reflecting on the past shaping the future
Key Concepts Covered

**Leveraging opportunities**

The challenges thrown up by today’s business landscape is complex, as is consumer behaviour, preferences and choices. Sustaining a business and ensuring profitability is closely linked to aligning business strategies that work in this dynamic business eco-system. Tapping into consumer personas, understanding trends and fostering a culture of innovation in your organization are mandatory in leveraging opportunity.

Recognising opportunities that tie in profitability and sustainability is imperative to marketing success. Building relationships with your most profitable customers, aligning your company’s marketing strategies to the moulds of their consumer personas, and using them as a medium of influence can aid your organisation, sustainably.

**Understanding customer value**

Customer value needs to be dissected for both pre and post a purchase. What is it that your customers value, that would cause them to purchase your product? What value do they extract from your product or service? And what do they value from the customer experience that follows that purchase? Recognising what it is that your customers value, and how valuable they perceive your brand is the first step to optimising your marketing strategies for their wants.

**Evolving with shifting markets**

Today’s shifting business landscape have not only changed the rules of the game, but the game as well. Opportunities and challenges present themselves in various forms and are dynamic and ever-evolving. One size doesn’t fit, in fact, traditional approaches have been edged out. This calls for agility, flexibility, openness and an all-inclusive approach while at the same time being true to one’s business purpose and values. Business leaders today need balance contradictory conditions as well as ensure successful outcomes.

“This is undoubtedly the best programme I have attended recently”.

- Sanjay Kapoor - Fare Business, L&T Metrorail (Hyderabad) Ltd.
Key day-wise outcomes

Day 1
- Introduction to value based marketing
- Understanding customer value
- Understanding marketing strategy elements

Day 2
- Customer centricity and product management
- New product marketing plan and launch strategies
- Changing roles and responsibilities of CMOs

Day 3
- Brand strategy, alignment and profitability
- Marketing strategy and shareholder value
- Value creation and extraction

Day 4
- Business model innovation
- Marketing growth in emerging markets
- Managing business performance
- Innovation and value creation
How this programme benefits organisations

• Reimagine the marketing function as a centre of value creation
• Create experiences with customer centricity baked into every step
• Create brand equity by winning over your customers’ hearts
• Recreate the marketing mix to serve a new customer world

How this programme benefits individuals

• Become a domain expert of the opaque marketing universe
• Learn to show the value of the marketing instead of talking about it
• Train yourself to look out for and stay a step ahead of fickle trends
• Keep evolving as markets adapt to the needs of customers
Faculty

Rajendra Srivastava is Dean and Novartis Professor of Marketing Strategy and Innovation at ISB. He brings to the table 30 years of experience as academic administration. A highly cited scholar, he has published many research papers in top line journals.

Nirmal Gupta is a Marketing Educator. He is currently the Visiting Professor at the Indian School of Business, Hyderabad and other top business schools globally.
How to apply

Download the application form at www.isb.edu/cee/apply and follow the mailing instructions mentioned therein (or)
Write to us at execed@isb.edu (or)
Call us on +91 40 2300 7041/42
For further information about the programme, visit www.isb.edu/cee/MESCA