



**INDIAN
INSTITUTE OF
MANAGEMENT
CALCUTTA**

**T
TIMESPRO**



Executive Programme in Sales & Marketing – Batch 16

12 Months | Blended | 4,20,000 + GST

Sales & Marketing: Independent, Yet Interdependent

Sales and Marketing are two independent but interconnected business functions within an organisation that are integral to revenue generation.

While Sales encompasses all activities that lead to the sale of products and services, Marketing encompasses all activities that help spark interest and desire in a product or service brand.

Neither of the functions is mutually exclusive, and are both critical for an organisation's efficiency and profitability.



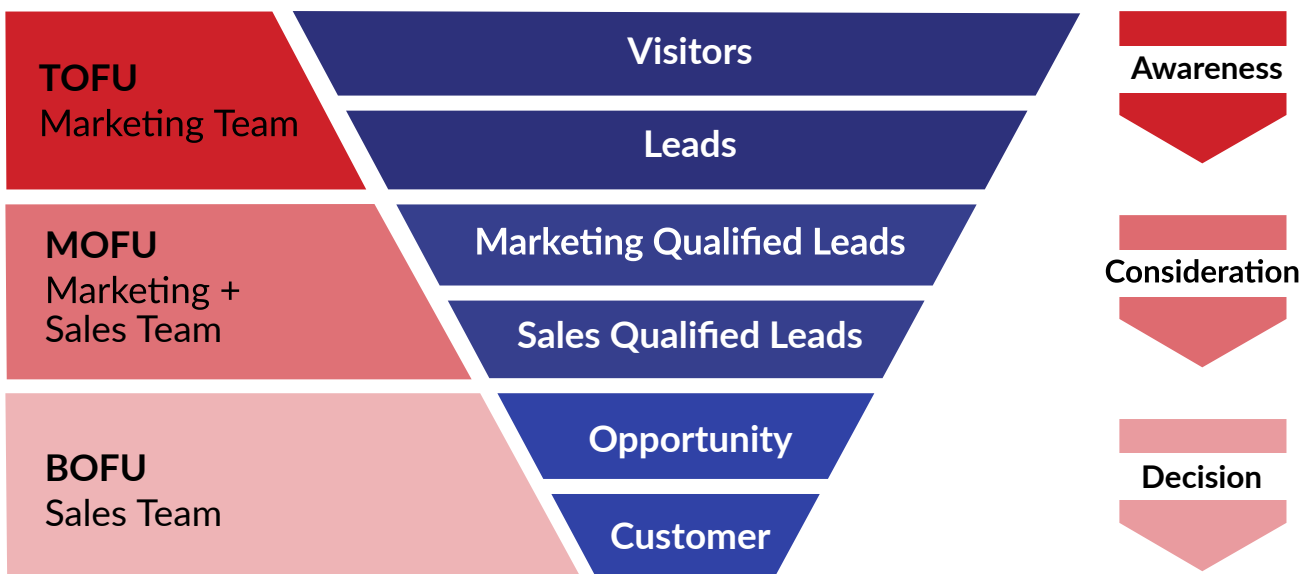
Centres around the present	Centres around the future
Focused on one-to-one transactions	Focused on one-to-many transactions
Meets needs in an opportunistic manner	Meets needs in a strategic manner
Pushes a product or service	Pulls a prospective customer
Driven by human interaction	Driven by metrics
Provides short-term advantage	Facilitates long-term goals

Sales & Marketing: The Case for Integration

While their primary goals are different, the ultimate goal of Sales & Marketing is common to ensure customer satisfaction, loyalty, and advocacy for a brand, product, or service. Despite their differences, sales and marketing efforts give their best results when they are aligned with each other. Hence it is essential that they work in tandem to achieve broader organisational goals.

For example, research from the marketing department can help the sales team process sales more efficiently. Avoiding contradiction between the marketing message and sales pitch reinforces customers' conviction in the brand. Similarly, sales professionals can offer useful insights about customer behaviour to the marketing team for better positioning of the product. Integration and alignment of sales and marketing helps a company reduce cost and increase return on investment.

The Integrated Sales & Marketing Funnel



Integration and alignment of sales and marketing helps an organisation reduce cost and increase return on investment. Professionals with a thorough understanding of both functions will always be more sought after.



Programme Overview

The focus on emerging sales and marketing frameworks and their relationships with other business functions is important for driving organisational growth, as it emphasises the need for a holistic approach to business strategy. The inclusion of contemporary sales and marketing practices such as brand management, service management, distribution channel management, and people management issues also reflect the importance of keeping up with current industry trends and adapting to changing market conditions. **IIM Calcutta's Executive Programme in Sales & Marketing** is designed to help participants develop a broad understanding of emerging sales and marketing frameworks and their relationships with other business functions to drive organisational growth.

Programme Highlights



One-year online programme
for working professionals



Campus immersion
module of 7 days



Simulation component
and capstone project



Peer-learning and
networking opportunities



IIM Calcutta Executive
Education Alumni status

Learning Outcomes



Understand and identify the challenges in today's marketplace



Understand the conceptual frameworks in sales and marketing



Understand customer and market orientation for business success



Understanding the roles and responsibilities of a manager dealing with sales and/or marketing



Learn how to manage, motivate, and lead sales and marketing teams



Understand the fundamentals of channel design and development

Programme Curriculum

Module	Topics
Level 1: General Management for Marketing	
Module 1	Fundamentals of Management
Module 2	People Skills for Sales and Marketing Professionals
Level 2: Sales and Marketing: Fundamentals	
Module 3	Marketing Management
Module 4	Sales and Distribution Management
Module 5	Marketing Research and Analytics
Module 6	Services Marketing
Level 3: Specialised Modules in Sales and Marketing	
Module 7	Pricing Decisions
Module 8	Consumer Behaviour
Module 9	B2B Sales and Marketing
Module 10	Marketing Communications
Module 11	Digital Marketing
Module 12	Marketing Strategy Simulation and Conclusion

Pedagogy

The programme will leverage technology and employ a highly interactive pedagogy consisting of a judicious blend of lectures, real-life case studies, quizzes, projects, and assignments.

Programme Delivery

Sessions will be conducted via a state-of-the-art Interactive Learning (IL) platform and delivered in Direct-to-Device (D2D) mode that can be accessed by learners on their Desktop, Laptop, Tablet, or Smartphone.

Schedule

Online sessions will be held twice a week.

Thursdays
6:45 p.m. to 9:45 p.m.

Sundays
3:30 p.m. to 6:30 p.m.

Duration

One Year

Campus Immersion

There will be 7 days of campus immersion at IIM Calcutta, 3 days towards the mid of the programme and 4 days at the end of the programme.

It is mandatory for participants to attend the campus visit for successful completion of the programme.

The campus visit will be conducted subject to the evolving pandemic situation and will depend on government and institute regulations, advisories, and guidelines related to the pandemic.

In case the campus module is not confirmed due to any reason, the same will be included in the total number of online sessions.

Who Should Attend?

- This programme is specially designed for working/self-employed professionals wishing to pursue a career or acquire contemporary knowledge and skills in sales and marketing.
- Junior and middle level executives looking to make a career in sales and marketing in Pharmaceuticals, FMCG, Banking & Financial Services, Industrial Products, etc.

Eligibility Criteria

- Applicants should be working professionals/self-employed
- Graduates/Post-Graduates recognised by UGC/AICTE in any discipline with minimum 50% marks [aggregate - considering results of all years (e.g., 3 or 4 together)]
- Minimum 2 years of work experience* (full-time paid employment) post completion of Graduation as on Application Closure Date

Admission Criteria

The selection will be based on the candidate's profile evaluation – educational qualification, allied experience, Statement of Purpose – subject to meeting eligibility criteria.

Attendance Criteria

A minimum of 66% attendance is a prerequisite for the successful completion of the programme. Participants with less than 66% of attendance will not be permitted to appear for the exams.



Assessment & Evaluation

Participants are evaluated on the basis of examinations for all the courses. Examination/Evaluation will be Institute's responsibility. Examinations shall be conducted with the support of TEEL. Evaluation will be held for individual modules, but not for modules that are held on campus. Participants will be given any one of the following grades: 'Excellent'; 'Good'; 'Fair'; or 'Poor'. The cut-off marks for the grades will be revealed but not the actual marks obtained.

Certification & Alumni Status

Candidates will successfully complete the programme if they have met the attendance requirements and have received 'Poor' grade in not more than two modules. Successful candidates will receive a 'Certificate of Successful Completion' from IIM Calcutta and the course-wise grade list will be mentioned in the certificate.

Participants with requisite participation but unable to complete successfully, will be awarded a 'Certificate of Participation' and the grade list will not be mentioned in the certificate.

Participants who receive a successful completion certificate will be given IIM Calcutta-Executive Education alumni status.



Disclaimer: All certificate images are for illustrative purposes only and may be subject to change at the discretion of IIM Calcutta.

Programme Directors



Prof. Saravana Jaikumar

Assistant Professor,
Marketing, IIM Calcutta

Saravana Jaikumar is currently a faculty with the Marketing Group at IIM Calcutta. During his tenure, he has developed and served as the director of digital marketing and machine learning programmes for executives. His research work is primarily in the nexus of public policy, development, and marketing. His teaching focuses on marketing analytics, artificial intelligence and machine learning applications, and digital marketing. He has authored several papers in journals of international repute including the Journal of Advertising Research, Journal of Business Research, Marketing Letters, International Journal of Information Management, Information Management Frontiers, and the Journal of Product and Brand Management.

His research work has been cited in several policy documents including the Economic Survey of India and the United States Library of Congress Foreign Digital Materials. He holds BE (Mech, PSG Tech), MBA (Gold Medalist, Cardiff Business School, UK) and PhD (IIM Ahmedabad).

Programme Directors



Prof. Rashmi Kumari

Marketing, IIM Calcutta

Rashmi Kumari is currently a faculty in the Marketing group at IIM Calcutta. She holds Ph.D. from the Indian Institute of Management Ahmedabad and a B.Tech. in Production & Industrial Engineering from the National Institute of Technology Jamshedpur. Her research interests cover diverse topics, including consumer behaviour, retail promotions, pricing, advertising, and public policy implications in marketing. Her research papers are either published or under review in leading marketing journals such as the Journal of Retailing and Consumer Services and the Journal of Consumer Marketing. She has also presented her research work at several top academic conferences such as Asia Pacific Association for Consumer Research (APACR) and the European Marketing Academy (EMAC) Doctoral Colloquium. Her primary methods of inquiry include experiments and secondary data analysis.

Her teaching focuses on marketing management, market research, and consumer behaviour. Besides research and teaching, she has also been part of several consulting assignments pertaining to the pricing and promotional strategies of retailers.

Programme Fee

Particulars	Amount (₹)*
Processing Fee	15,000
Total Programme Fee (Exclusive of Registration Fee)	4,20,000

Note:

- *GST will be additional as applicable.
- **The Processing Fee is ₹15,000 which includes ₹9,900 towards Registration Fee and ₹5,100 towards the Programme Fee. Processing Fee to be refunded in case the applicant's profile is rejected by IIM Calcutta subject to a deduction of ₹2,500 by way of administrative charges.
- All Fees are payable to TEEL.
- This is with reference to the refund of the Processing Fees, please note that the Processing Fee shall not be refunded in the following circumstances:
 - i. In case the candidate rejects the offer issued by the Institute; and
 - ii. 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	During application	₹5,100
	Within one week of offer rollout	₹ 1,04,900
II	10 th December, 2023	₹ 1,10,000
III	10 th March, 2024	₹ 1,00,000
IV	10 th June, 2024	₹ 1,00,000

*Taxes will be added as applicable.

Programme Timelines

Application Closure Date	7 th September, 2023
Programme Start Date	21 st September, 2023
Programme End Date	September 2024



INDIAN INSTITUTE OF MANAGEMENT CALCUTTA



Spread across a 135-acre campus, the **Indian Institute of Management Calcutta (IIM Calcutta)** was established as the first national institute for Postgraduate studies and Research in Management by the Government of India in November 1961 in collaboration with the Alfred P. Sloan School of Management (MIT), the Government of West Bengal, The Ford Foundation, and Indian industry.

Over the years, IIM Calcutta gained global repute for imparting high-quality management education through its Postgraduate and Doctoral level programmes, Executive Training Programmes, and Research & Consulting activities. It is the first 'Triple Accredited' management school from India – with accreditations from the Association to Advance Collegiate Schools of Business (AACSB), European Quality Improvement System (EQUIS), and Association of MBAs (AMBA). It is also the only Indian business school that is a member of the Global Alliance in Management Education (CEMS).

Today, IIM Calcutta is one of Asia's finest business schools. Its strong ties to the business community make it an effective mechanism for attracting India's best talent and promoting management practices in Indian organisations.



3rd
Rank in NIRF
Rankings 2022



76th
Rank in QS Global MBA
Rankings 2022



44th
Rank in FT Global MBA
Rankings 2021

Features among the top 100 business schools in the world in FT
Executive Education Custom Directory 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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