

Our other Management Development Programmes

Sl. No.	Programme Title	Dates
1	Determining Cost of Quality	26-28 Apr, 2010
2	Finance for Non Finance Executives	9-11 Jun, 2010
3	Making Supply Chain Profitable	21-23 Jun, 2010
4	Enhancing Managerial Effectiveness through Self Awareness	2-3 Aug, 2010
5	Financial Prudence and Wealth Management for HR Executives	12-13 Aug, 2010
6	Research Applications in Marketing	16-17 Aug, 2010
7	Work Life Balance for Women Executives	26-27 Aug, 2010
8	Decision Making Techniques for Managers	30-31 Aug, 2010
9	Business Intelligence Using SAS Enterprise Miner & SAS Warehouse Builder	6-8 Sep, 2010
10	Team Building and Leadership	27-29 Sep, 2010
11	Understanding CRM for Developing Winning Strategies	30 Sep & 1 Oct, 2010
12	HRM for Non HR	19-21 Oct, 2010
13	Effective Selling Skills	25-26 Oct, 2010
14	Financial Prudence and Wealth Management for Functional Managers	27-28 Oct, 2010
15	Enhancing Assertiveness & Positive Attitude	8-9 Nov, 2010
16	Business Data Analysis, Financial Modelling and Forecasting	10-12 Nov, 2010
17	Coaching & Mentoring for Personal and Professional Excellence	15-16 Nov, 2010
18	Enterprise Risk Management	18-19 Nov, 2010
19	Emerging Trends in Industrial Relations	22-23 Nov, 2010
20	New Tools in Strategic Brand Management	25-26 Nov, 2010
21	Effective Purchasing	29 Nov - 1 Dec, 2010
22	Financial Derivatives - Risk Hedging Strategies	2-3 Dec, 2010
23	Distribution Logistics	6-7 Dec, 2010
24	WTO Agreement & the Indian Enterprise	8 Dec, 2010
25	Interpersonal Skills at Workplace	9-10 Dec, 2010
26	Project Appraisal and Finance	15-16 Dec, 2010
27	Business Intelligence Using SAS Enterprise Miner & SAS Warehouse Builder	17-19 Jan, 2011
28	Negotiation for Business Success	20-21 Jan, 2011
29	Emotional Intelligence for Business Success	24-25 Jan, 2011
30	Effective Customer Service Management-	27-28 Jan, 2011
31	Project Management for Development and Social Sector	31 Jan - 2 Feb, 2011
32	Emerging issues in International Trade and Finance	3-4 Feb, 2011
33	Enhancing Managerial Efficiency	9-11 Feb, 2011
34	Advanced Corporate Finance	15-17 Feb, 2011
35	Effective Business Communication	21-22 Feb, 2011
36	Strategic Decisions for Business Executives in Present Economic Environment	24-25 Feb, 2011
37	Work Life Balance for Managerial Well Being	28 Feb & 1 Mar, 2010
38	Competitive Advantage through CRM	7-8 Mar, 2011
39	Disciplinary Proceedings & Domestic Inquiry	9-11 Mar, 2011
40	Entrepreneurial Skills	16-18 Mar, 2011

Venue: FSM Campus, New Delhi

* Service Tax extra as applicable

About The Institute

Foundation for Organisational Research and Education (FORE) is committed to the advancement of Management Education, Research, Training and Consultancy. Incorporated in 1981, as a non-profit institution, FORE has been working with industry and academia for developing new domains of managerial thought and education and contributing to building leaders in today's global business environment. Located in the heart of South Delhi, FORE provides contextual learning and helps in the development of students as thinking professionals, who have the ability to meet the future challenges of tomorrow's corporate leaders. The programmes develop multiple skills including managerial decision-making, problem-solving, analytical reasoning, communications, creativity and innovation. FORE takes prides in its professional and high-quality faculty, modern infrastructure, technology and resources- be it in the fields of General Management, Human Resource, Finance, Operations, Marketing, Information Technology, Economics and International Business.

FSM conducts MDPs to equip managers with knowledge, skills and attitudes for effectively responding to global developments and competitive requirements. These MDPs are designed with an appropriate blend of conceptual knowledge and experiential learning to germinate, grow and harvest the soft, technical and managerial skills of participants in the contemporary business context with an emphasis on developing ability to apply learning in an efficient and effective decision making in real world to boost the performance and privy of the organizations- be it in the private, public, government, social or non-governmental sectors.

For further information please contact:

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MDP Office

FORE School of Management

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Management Development Program
on

Marketing: The Winning Concepts and Practices

Duration

June 24-25, 2010
(Thursday-Friday)

Venue

FORE School of Management, B-18, Qutab Institutional Area, New Delhi-110 016



Programme Director: Dr. Jitendra K Das

FORE

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Introduction

Marketing is one of the most visible action areas of an organization as this is the only management function that brings in revenue or the benefits that the organization is seeking. It is widely believed that every organization – whether it is a commercial firm or a non-commercial firm – needs marketing inputs at all times. It is also believed that implementation of a proper marketing plan can turnaround a loss making enterprise. The contemporary research brings out, however, that the marketing function has not been professionally understood well. As a result, it has often failed to deliver desired results. If the marketing understanding is not relearned on a continuous basis, the practice of marketing cannot result in pleasing results.

Anticipating the need to overhaul marketing and to improve its contribution to the organization's success, the proposed management development program focuses on the winning principles and practices in marketing.

Programme Objectives

The course will focus on developing a clear understanding of marketing concepts and acquiring skills in application of the marketing principles in different contexts and exposes the participants to the functional school of marketing thought. The scope has been decided to include the basic exchange process, development of marketing discipline, marketing systems, segmentation, positioning, targeting, understanding customer relations, marketing mix elements, etc.

Contents

- Contemporary marketing understanding
- Efficient Vs. effective marketing plan
- Dimensions of winning marketing
- Innovative branding
- Winning through pricing
- Customer service as a winner
- Building relations with customers

Programme Director

Dr. Jitendra K Das is Director of the FORE School of Management, New Delhi. He was earlier founder Dean (Noida Campus) and a Professor of Marketing at the IIM Lucknow. He has a B.Tech. and a M.Tech both from the IIT, Delhi, and a doctorate degree from the University of Toronto. He has to his credit many national and international publications. He has a wide-ranging experience of the industry in the development of customer interface and sales systems at WIPRO. He has been a consultant to the World Bank, IDRC (Canada), GWB (for GTZ Germany), etc. and member of some policy committees of the Government of India. He has organized National Conferences and Management Development Programs, and has addressed distinguished gatherings at national and international forums. He has taught Marketing Management, Advanced Marketing Research, Strategic

Internet Marketing and Customer Relationship Management courses at IIM Lucknow and some/part of these courses at IIM Ahmadabad and IIM Kozhikode. Through research initiatives he actively contributes to the body of knowledge in these fields.

Dr. Jitendra K Das may also be reached at: j.das@fsm.ac.in

Who Should Participate

The program is strongly recommended to all marketing professionals. The non-marketing professionals stand to gain much more from the program output. In order to maximize the gains, the nominating organizations may consider registering a team of executives instead of individuals.

Administrative Details

Duration

Two days (June 24-25, 2010 Thursday-Friday)

Venue

FORE School of Management,
B-18, Qutab Institutional Area,
New Delhi-110 016

Programme Fee

Rs. 9,000/- per participant on non-residential basis (plus Service Tax @ 10.3%) covering professional fee, programme kit and lunch.

Discounts

- Early bird discount of Rs. 900 per participant for nominations received on or before June 11, 2010.
- One complimentary nomination on non-residential basis for every group of three nominations from the same organization (3+1).

Privileges

- Training portfolio comprising of comprehensive reading material.
- Certificate of participation.
- Complimentary copy of group photograph.
- Membership of FORE School of Management Alumni Association.

Nomination (s) in the enclosed proforma accompanied by a demand draft/local company cheque for the programme fee payable to "FORE School of Management" payable at New Delhi should be sent to the MDP Office, FORE School of Management, B-18, Qutab Institutional Area, New Delhi – 110016. The last date for the receipt of the nomination(s) is June 18, 010. In case of subsequent withdrawal or cancellation of nomination(s) no refund of fee will be allowed. However, substitute(s) may be permitted with prior intimation.

FORE School of Management

Management Development Programme on:
Marketing : The Winning Concepts and Practices

June 24-25, 2010

Nomination Form

Name: _____

Designation: _____

Organization: _____

Office Address: _____

Phone: Office _____

Residence _____

Fax: _____

Mobile: _____

Email: _____

Your expectations from the programme: _____

We enclose a Local Cheque/Demand Draft No.: _____

dated: _____ for Rs. _____

towards Non-residential fee drawn in favour of "FORE SCHOOL OF MANAGEMENT" payable at "NEW DELHI"

Date _____

Signature of Sponsor

* For RESIDENTIAL option please contact MDP Office

Please return the completed form by post, or fax (2652 0509/2696 4229) or email: mdp@fsm.ac.in, to:

MDP Office
FORE School of Management
B-18, Qutab Institutional Area New Delhi 110 016
Tel.: 011-2685 6301 (Direct), 011-4124 2424 (Extn. 498)

Note: In case you wish to nominate more than one participant, please feel free to make copies of this nomination form.