



EPISM

EXECUTIVE PROGRAMME IN SALES AND MARKETING

Batch-12



About IIMC

The Indian Institute of Management Calcutta (IIMC) was established as the first national institute for Post-Graduate studies and Research in Management by the Government of India in November 1961 in collaboration with Alfred P. Sloan School of Management (MIT), the Government of West Bengal, The Ford Foundation and Indian industry. During its initial years, several prominent faculty formed part of its nucleus, including Paul Samuelson, Jagdish Sheth, J. K. Sengupta, among others.

Over the years, IIMC has grown into a mature institution with global reputation, imparting high quality management education. It has been playing a pioneering role in professionalising Indian management through its Post Graduate and Doctoral level programs, Executive Training Programs, Research and Consulting Activities. Today, the institute serves as an autonomous body, continuously evolving to meet its goals in an ever-changing business environment.

The vision of the Institute is to emerge as an International Centre of Excellence in all facets of Management Education, rooted in Indian ethos and societal values. Over the past four decades, IIM Calcutta has blossomed into one of Asia's finest Business Schools. Its strong ties to the business community make it an effective mechanism for the promotion of professional management practices in Indian organizations. Today, IIM Calcutta attracts the best talent in India - a melting pot of academia, industry and research. The best and brightest young men and women pursue its academic programs.

The main thrust of training is to imbibe a sense of strategic outlook to management problems in the students. The emphasis, therefore, is on management as an integrated process and requires the students to develop a global view of economic, technological, cultural and political environment of the business.

IIMC has a very strong alumni base, which makes it unique among the top management institutes of the world. IIMC alumni are occupying leadership positions as corporate managers, academicians and successful entrepreneurs, worldwide. The alumni maintain a close relation with the institute, helping each other in their growth.



About Hughes



Hughes Global Education, is a premier institution providing interactive onsite learning through satellite based education and training service. It was initiated by Hughes for corporate and working professionals/ students. It has live, interactive, real-time, two way video, voice and data classes with a spread across 85+ classrooms in 40+ cities/towns. Hughes Global Education platform has redefined the next generation of education i.e. real-time Interactive Onsite Learning (IOL). Its platform seamlessly integrates the strengths of the traditional method of education -- classroom teaching -- with the latest in technology.

Hughes Advantage

- ▶ The first and the pioneers in Interactive Onsite Learning in India for working executives
- ▶ More than 40,000 alumni base
- ▶ 2500+ students enrolling every year
- ▶ 300+ programmes successfully completed so far

About The Programme

The Program is specially designed for individuals wishing to pursue a career in Sales & Marketing. The program provides basic understanding of contemporary approaches to acquiring, retaining and growing business with various stakeholders in the market in an efficient and effective manner. The Program would help participants in developing broad understanding of emerging Sales & Marketing frameworks and their relationships with other business functions to grow in the market and will also focus on 'cutting edge' issues concerning sales and marketing practices including brand, services, distribution channel management and people management issues. The program faculty will focus on synergy between in-field practice and in-class learning. The program would also provide opportunities for specialized focus on Sales Management for Pharmaceutical, Banking and Financial services, FMCG Industries along with Industrial Sales, Automobile industry, IT sector.

Programme Highlights

- ▶ Recognized Certification from the foremost B School in the country
- ▶ Learning from the best faculty in India and Industry Experts
- ▶ Case studies and simulations
- ▶ Continue earning while you gain a high quality Certification and improve eligibility for better job profiles with a recognized certification
- ▶ Library Access
- ▶ LDP alumni membership of IIMC present globally - which has its own sets of advantages for identity, brand value, and marketability of the participants

Programme Benefits

- ▶ Understand & identify the challenges in today's market place
- ▶ 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
- ▶ Be able to learn how to manage, motivate and lead sales and marketing teams
- ▶ Understand the fundamentals of channel design and development

Eligibility

- ▶ Applicants should be working professionals/self-employed
- ▶ Graduates / Post Graduates recognized by UGC/AICTE in any discipline with min. 50% marks [aggregate - considering results of all years (e.g. 3 or 4 together)] in either or both Graduation / Post Graduation
- ▶ Minimum 2 years of work experience (full-time paid employment) post completion of graduation as on Application Closure Date
- ▶ Selection will be based on entrance test

Course Content

Level 1: General Management for Marketing

- ▶ Module 1: Fundamentals of Management
- ▶ Module 2: People Skills for Sales & Marketing Professionals

Level 2: Specialized Modules in Marketing

- ▶ Module 3: Marketing Management
- ▶ Module 4: Digital Marketing
- ▶ Module 5: Market Analytics
- ▶ Module 6: Consumer Behaviour

Level 2: Specialized Modules in Marketing

- ▶ Module 7: Sales & Distribution Management
- ▶ Module 8: Product and Brand Management
- ▶ Module 9: Services Marketing
- ▶ Module 10: Marketing Strategy
- ▶ Module 11: Integrated Marketing Communications
- ▶ Module 12: B2B Marketing
- ▶ Module 13: International Marketing

* Minimum 66% attendance required in every module



EPISM

Schedule & Duration

Schedule: Thursdays 6:45 PM – 9:45 PM & Sundays 3:30 PM – 6:30 PM

Duration: 1 Year

Programme Fees

Application Fee	INR 2,000/-
Programme Fee	INR 2,20,000/-
Campus Fee	INR 42,000/-
Registration Fee	INR 5,500/-

Note: All Fees are payable directly to HGEIL. Fee is exclusive of GST (currently @18%) which will be payable on actuals.

Installment Schedule

	I	II	III	IV
Date	22 -May-19	15-Aug-19	15-Nov-19	25-Feb-20
Amount (INR)	109,500/-	80,000/-	60,000/-	18,000/-

Note: Installment amount inclusive of campus fee.
Installment amount is exclusive of GST (currently @18%) which will be payable on actuals.
Installment dates are approximate and subject to change if applicable.

Important Dates

Application Closure Date: 3rd-May-2019

Class Start Date: May-2019

Note: Dates are approximate and subject to change if applicable



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