

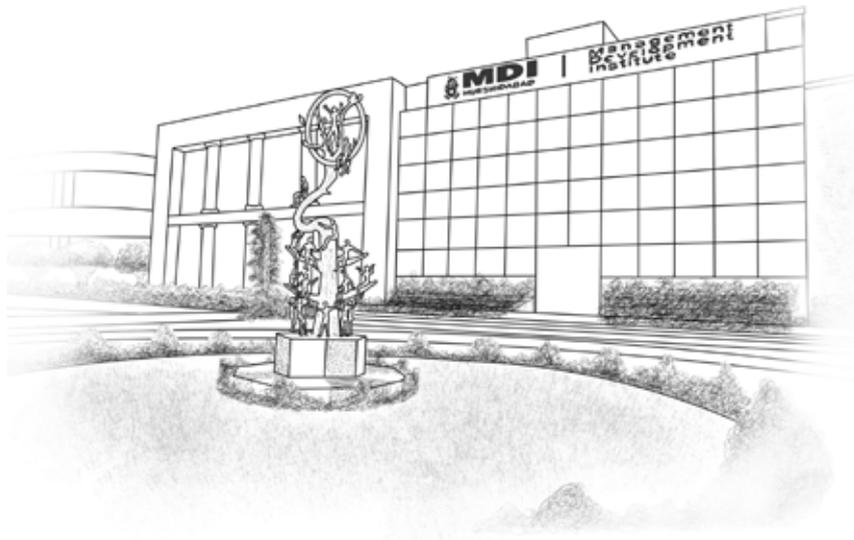
# MANAGEMENT DEVELOPMENT INSTITUTE MURSHIDABAD

## SHORT TERM CERTIFICATE COURSE

## MARKETING MANAGEMENT



SEPTEMBER 2025 (HYBRID MODE)



### Introduction

This course provides a comprehensive examination of marketing as both a strategic and operational function within businesses and non-profit organisations. This curriculum explores the theories, principles, and practical methods that underpin contemporary marketing. The course analyses how firms generate value for consumers and subsequently capture revenue, highlighting both conventional and modern methodologies. Participants will examine real-world marketing issues and develop strategic marketing plans through case studies, simulations, and interactive discussions. This course equips students for successful decision-making and leadership in marketing roles across industries by utilising structured and research-based frameworks.



### Learning Outcomes

Upon successful completion of this course, participants will acquire a thorough comprehension of contemporary marketing principles, strategic decision-making and the utilisation of marketing tools in various situations. Learners will be capable of analysing market dynamics, formulating customer-centric strategies and assessing the efficiency and effectiveness of marketing campaigns.



### Venue & Duration

The program will be held for 3 months in hybrid mode including campus immersion from September 2025 onwards.



### Mode of Delivery

Hybrid



### Objectives

- To provide fundamental understanding of marketing principles and their implementation in company environments.
- To comprehend customer behaviour and its ramifications for marketing strategy.
- To investigate segmentation, targeting, and positioning techniques for the effective capture of target markets.
- To implement ethical and socially responsible marketing principles in international markets.
- To equip students for leadership positions by augmenting their strategic thinking and problem-solving abilities in marketing.



## Contents

- Introduction to Marketing
- Developing Marketing Strategies and Plans
- Analyzing Consumer Markets and Business Markets
- Conducting Marketing Research and Forecasting Demand
- Creating Customer Value, Satisfaction and Loyalty
- Identifying Market Segments and Targets
- Addressing Competition and Driving Growth
- Introduction to Product and Branding
- Setting Product Strategy
- Designing and Managing Services
- Developing Pricing Strategies and Programs
- Designing and Managing Integrated Marketing Channels
- Managing Retailing, Wholesaling and Logistics
- Designing and Managing Integrated Marketing Communications
- Managing Advertising, Sales Promotion, Events and Public Relations
- Managing Direct and Digital Marketing
- Managing Personal Selling and Sales Force
- Introducing New Market Offerings
- Tapping Global Markets
- Rural marketing strategies
- Managing a Holistic Marketing Organization for the Long Run
- Measuring Marketing Performance
- Ethics, Corporate Social Responsibility and Sustainability in Marketing



## Method of Delivery

The Pedagogy includes case discussions, audio visual aids, role plays, experiential learning, diagnostics, presentations and open discussions.



## Who Should Attend

Executives and working professional from any domain of small, medium and large businesses and government organizations.



## Registration & Fees

The course fees will be "INR 1,00,000/- for three months per participant exclusive of GST (18%), paid online to MDIM.

- Registration Link to be provided for registration.
- No refund of Course Fees but substitute allowed.

**The program fees can be paid through bank transfer as per the bank details given below:**

Account Name: **Management Development Institute Society**

Bank Name: **ICICI Bank**

Account Number: **201505024814**

IFSC Code : **ICIC0002015**

Branch Name: **Jangipur**

(Please share the transaction details for verification purposes after making payment)



## Enquiry

For any Additional information/enquiry, please write to:

**Department of Continuing Education**  
**Management Development Institute Murshidabad**  
 Kulori, P.O.-Uttar Ramna, P.S. - Raghunathganj  
 Dist. Murshidabad, West Bengal, PIN-742235

Contact Details: +91 9674727164/ +91 9674757164  
 (Extn: 127/183)

### Shri. Jogen Sharma

Mobile: 9143057233

Email: jogen@mdim.ac.in

### Shri. Joydeep Mukherjee

Mobile: 8670794025

Email: joydeep.m@mdim.ac.in

### Dr. Biranchi Narayan Swar

Mobile: 8277357445

Email: drbnswar@mdim.ac.in.

### Dr. Vineet Gupta

Mobile: 8810462098

Email: vineet.gupta@mdim.ac.in

### Dr. Abhijit Pandit

Mobile: 93310 34904

Email: abhijit.pandit@mdim.ac.in

### Dr. Shivani Saini

Mobile: 7973005647

Email: shivani.saini@mdim.ac.in

Website: <https://www.mdim.ac.in>

Email: ce@mdim.ac.in



## Resource Person Details



### Dr. Biranchi Narayan Swar

#### Professor-Marketing

Dr. Biranchi Narayan Swar is M.A. (Economics), MBA (Marketing) and Ph.D (Marketing of Services). He was ranked 3rd in order of merit in B.A (Economics) and M.A. (Economics) in the University Examination. Dr. Swar has been awarded

the National Scholarship from Ministry of HRD, Government of India. He is an alumnus of IIM, Indore and has more than 21 years of rich teaching, research and industry experience in reputed organizations. His areas of expertise in teaching are Marketing of Services, Sales and Distribution Management, Customer Relationship Management, Product and Brand Management, and Marketing Analytics and Intelligence etc.

His research interests include shoppers' buying behaviour, online retailing, service quality and branding. He has published more than 30 research papers in various Scopus and ABDC listed Journals. He has guided Ph.D Scholars and presented research papers in more than 60 scholarly and professional conferences organized within (Only in IIMs or at par) and outside India. He has got the best paper awards for his contribution to the research in various conferences. He is the reviewer and in the editorial board of the various peer reviewed Journals.

Dr. Swar conducted various MDP/EDPs in the area of marketing like (Managing service-oriented organization, Advanced data analysis for effective marketing decisions, Managing products and brand building strategies for Organizational Growth and Sales and Distribution Management etc.) for the corporates like IOCL, HUL, Sony, Voltas, Bosch, Birla Tyres, Union Bank of India, Emami Papers Ltd, John Distilleries and many more. Has undertaken various Consultancy and Project works of reputed Companies as well.



### Dr. Vineet Gupta

#### Assistant Professor- Marketing

Dr. Vineet Gupta has 10+ years of experience as a researcher, practitioner, and academican. He is associated with the international business domain. His research works are related to contemporary consumer behaviour and the modern business and marketing environment. He has been a full-time

faculty member at NMIMS, Bengaluru, and a research fellow at IIFT Delhi. Dr. Vineet has published papers in indexed International and National Journals of repute. His study refers to research works at International Conferences and Colloquiums. Before joining academia, he was in managerial positions with a Multinational Bank and Financial intermediaries. His primary educational credentials include an MBA, Ph.D., and UGC NET.



### Dr. Abhijit Pandit

#### Assistant Professor- Marketing

Dr. Abhijit Pandit had been awarded M.Sc., M.B.A. (Marketing), Ph.D. (Marketing), MIMA, IIMCW. He has more than 20 years of full-time teaching experience along with 13 years of post-PhD experience. He takes keen interest

in philanthropic activities. He has actively participated in more than 15 workshops/faculty development programs. He regularly presents research papers in international and national conferences of repute. In six such conferences and webinars he was invited to deliver keynote lectures. He has won best paper awards in 6 such conferences. He is an active life-time member of various professional organizations. He has published several research papers in reputed journals consisting of 9 SCOPUS, 13 ABDC-B and 18 ABDC-C Publications along with 14 Books, 16 Book Chapters and 7 Patents. He has thorough knowledge of computational techniques necessary for advanced research. He has been teaching various subjects in PhD, Post-Graduation as well as Graduation Levels at ICFAI University, Tripura, Amity University, Kolkata, MAKAUT (formerly West Bengal University of Technology), West Bengal Health University. As a Corporate Trainer for ANANDADHARA (West Bengal State Rural Livelihood Mission/WBSRLM) program, he has imparted training to Self Help Group (SHG) members in various districts of West Bengal. He has guided PhD Scholars. One PhD scholar has submitted PhD Thesis and awaiting to be awarded with PhD in Business Management.



### Dr. Shivani Saini

#### Assistant Professor- Marketing

Dr. Shivani Saini is an Assistant Professor in the Marketing Area at the Management Development Institute (MDI) Murshidabad. She is MBA (Hons.), Ph.D. in Business Management, and UGC-NET qualified. She holds a doctorate

degree in marketing from Dr. B R Ambedkar National Institute of Technology, Jalandhar. Dr. Shivani has over eight years of teaching experience in renowned management and engineering Institutes. She has authored various national and international publications in reputed journals and books. She has also published a book on Customer Experience Management. Her research interests include Consumer Experience Management, Sustainability Management, Relationship Management, and Digitalization. In addition to her academic roles, Dr. Shivani has actively participated as a resource person in management development programmes (MDPs) conducted for corporate clients. Dr. Shivani brings a balanced perspective that combines research-based insights with real-world applications, making her a valued expert in executive training and corporate development initiatives.

## About MDI Murshidabad

Management Development Institute (MDI) was set up as an autonomous body in 1972. With an intention to impart management education, nurture local talent, and groom them to become global Leaders, Management Development Institute (MDI), launched its second campus in Murshidabad in the year 2014. The foundation stone was laid on the 31<sup>st</sup> of October 2010 at Jangipur, Murshidabad, West Bengal by the then Honorable Union Minister of Finance, Govt. of India, Shri Pranab Mukherjee. In 2014, MDI Murshidabad (MDIM) launched its Post Graduate Diploma in Management (PGDM). It was commemorated in the presence of the then honorable President of India Shri Pranab Mukherjee, by an inspiring address by him to our first batch of PGDM students on the 24th of August, 2014. This was followed by a deliberation made by Shri Arun Jaitley, then Hon'ble Minister of Finance, Defence & Corporate Affairs, Govt. of India. PGDM offered by MDIM is recognized and accredited by the All-India Council for Technical Education (AICTE), New Delhi, National Board of Accreditation (NBA). PGDM course is also recognised as equivalent to MBA by AIU for a period of three years (01.07.2024 to 30.6.2027). The Murshidabad campus is a part of MDI's vision to nurture and promote local talent and enterprise. The campus of MDI Murshidabad is in the central part of the State of West Bengal, India. MDIM prides itself in not only providing management Education but also developing ethical corporate citizens for tomorrow's India.

MDI Murshidabad continues to uphold its commitment to excellence in management education, as evidenced by its consistent IIRF rankings. This year MDI Murshidabad has secured the **prestigious position of State Rank 1 among the Best B-Schools (Private) for PGDM General** and has also secured the **prestigious position of Zone Rank 3 for the overall category.**

## Management Development Programme (MDP)

MDI Murshidabad has been conducting Training Programmes of strategic intent since inception. In this regard our MDPs not only aim at acquiring and upgrading knowledge and competencies in generic areas but also assist in specific areas to thrive in the competitive world of business. Our fundamental programmes revolve around leadership, Change Management, Managerial Effectiveness, Sales Excellence, Service Excellence, Sales & Distribution Management, How to build a Strong Brand, Cost Management, as well as emerging issues like AI&ML, Business Analytics, HR Analytics, Digital Marketing, and Data Science. MDIM is committed to impart quality management education. It understands the requirements of the modern business organizations and offers need-based customized MDPs to meet the organizations' excellence. To do so, the pedagogy adopted across the MDPs is based upon experiential learning exercises that believe in learning while doing. We are also conducting open MDPs for several valued clients who herald from various sectors. Such MDPs have been developing the holistic perspectives of the clients to resolve any given issues through cross-pollination of ideas.

Certificate of Participation shall be provided after the completion of the Course.

## CAMPUS DETAILS



Campus Address:

Management Development Institute Murshidabad

Kulori, P.O.-Uttar Ramna, P.S. - Raghunathganj

Dist. Murshidabad, West Bengal, PIN-742235

Contact Details: +91 9674727164/ +91 9674757164 (Extn: 127/183)

Visit: [www.mdim.ac.in](http://www.mdim.ac.in), e-mail: [ce@mdim.ac.in](mailto:ce@mdim.ac.in)

