



भारतीय प्रबंध संस्थान कोषिकोड
Indian Institute of Management Kozhikode
Globalizing Indian Thought

jaro education

Become Strategic Disruptor to Amp the VUCA World

Advanced **Strategy** for Products and Marketing
Advanced **Analytics** for Products and Marketing

Get Certified by **IIM Kozhikode** Dual Certification Programmes

Batch 02



“

If you form a strategy without research, your brand will barely float and at the speed industries move at today brands sink fast.

- Ryan Holmes

”



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From the Director's Desk



It is imperative for business leaders, marketing managers, product managers of today and the future to expand their knowledge across domains and proactively make decisions to be effective leaders. IIM Kozhikode programmes designed by world-class faculty with their cutting-edge thought leadership and industry-leading insights empower participants to manage and lead complex business challenges with confidence and informed decision-making ability. Our growing global footprints acknowledged and accredited by leading institutions of the world are a testimony to growth we have achieved in our 25-year journey of academic excellence.

At this juncture, it is also pertinent to share that both future and past are integral to the path taken by an institution on this journey of excellence. Having a wide, far-seeing vision is not an indulgence but an activity that is necessary to give meaning to our present, to give this Institution a sense of purpose, direction and imagination. That is why we have chosen to think in terms of what IIM Kozhikode will be able to contribute to India and the world some three decades from now with 'Vision 2047: Globalizing Indian Thought'. The sheer scale, scope and potential impact that India will have on 21st century business makes us believe that this is a legitimate aspiration.

Invest in your potential, and enhance your growth by enrolling in IIM Kozhikode's Advance Strategy for Product and Marketing & Advance Analytics for Product and Marketing dual certification programme.

Wishing you all the very best!

A handwritten signature in blue ink that reads "Debashis Chatterjee".

**Prof. Debashis Chatterjee,
Director IIM Kozhikode**

Influence of Analytics & Strategy in business Surges Unprecedented Growth

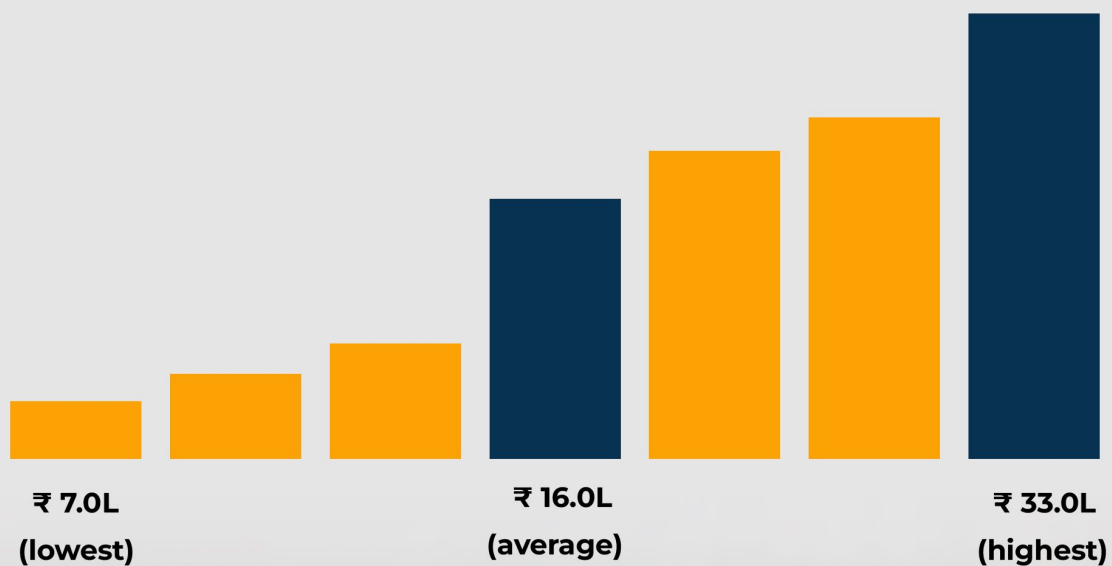
“86% of organisations believe that advanced analytics will lead to changes in job roles and skills over the next 3 years”.

Source: Deloitte

Product Marketing Manager Salary in India

Average Annual Salary

₹ 16.0 LPA



Index

1. Programme Overview
2. Programme Highlights
3. Programme Curriculum
4. Pedagogy & Evaluation
5. Learning Outcomes
6. Programme Tools
7. Programme Fee
8. Programme Details
9. Certificate
10. Know the Facilitator
11. Recent Batch Analysis
12. Career Assistance
13. About IIM Kozhikode
14. About Jaro Education

Programme Overview

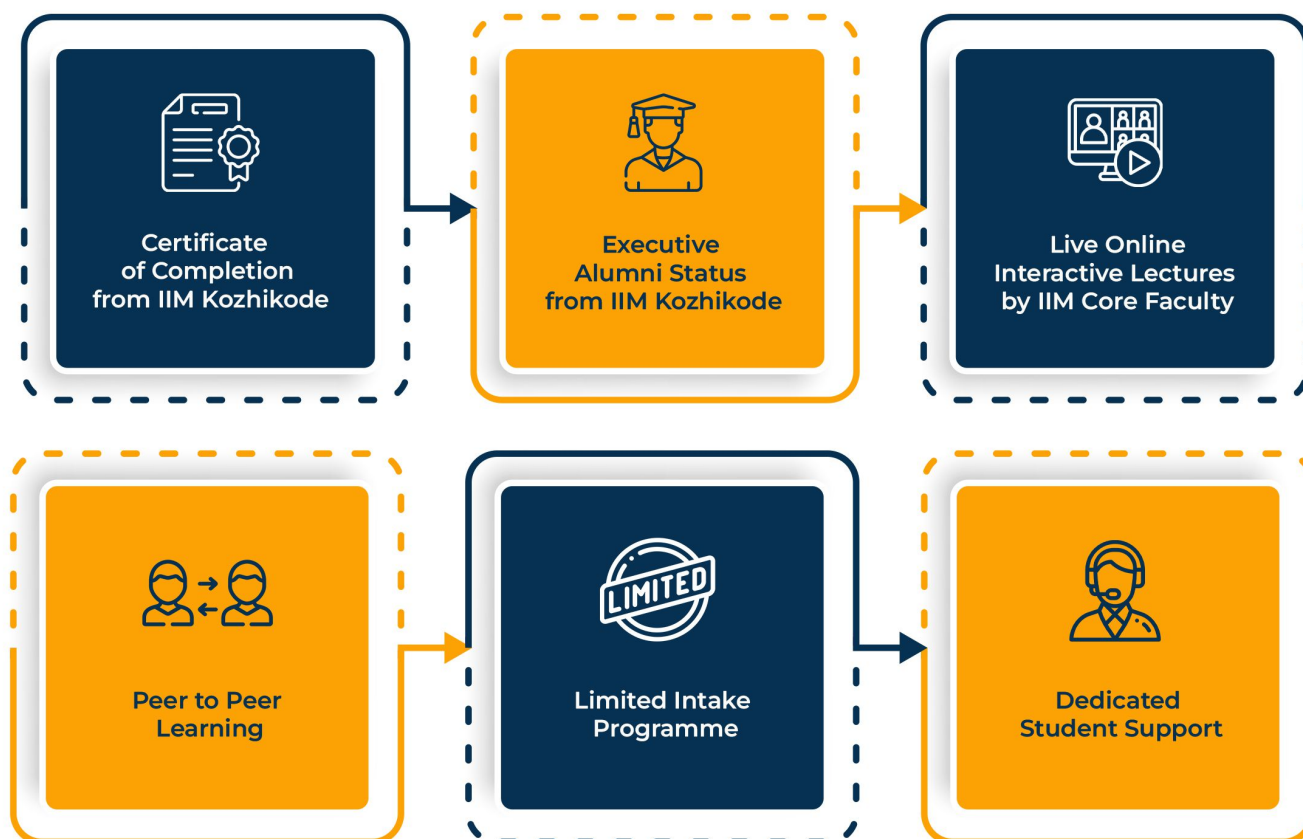
Unlock the secrets to product and marketing success by pursuing revolutionary product and marketing strategies from India's leading B-School, IIM Kozhikode Advanced Strategy for Products and Marketing & Advanced Analytics for Products and Marketing Programme. Designed for dynamic business leaders, Digital Analysts, Marketing Managers, Product Managers, and Academicians who want to learn the intricacies of marketing, product, and business strategy. The pedagogy benchmarks distinctive insights to gather, manage and comprehend data linked to products and marketing actions for profitable applications, as well as how-to transform that data into a practical and valuable product strategy and marketing approach.

Acquire a holistic orientation of product and marketing strategy concepts, build practical skills, and make successful decisions. Learn the fundamentals of product and marketing strategy through live class lectures, real-life case studies, product innovation simulation, marketing strategy simulation, capstone projects, etc. Attain breakthroughs in your career by gaining a valuable conceptual understanding of product and marketing strategy concepts and applying them in real-life case studies for profitable use. Map career benchmark by delving into thriving fields like product & marketing strategy, product & brand management, sales management, and new product development.

Furthermore, IIM Kozhikode - Advanced Strategy for Products and Marketing & Advanced Analytics for Products and Marketing Programme is paving a grid for 21st-century leaders to find success by creating bold visions and taking decisive action with the confidence that comes from leading strategic insight.



Programme Highlights



Practical Learning with IIM Industry Led Academic Pedagogy



Programme Curriculum

#1 Programme: Advanced Strategy for Product and Marketing (ASPM)

- Introduction to product and marketing strategy, creating, communicating and delivering value.
- Strategic and tactical marketing
- Innovation in product and marketing, disruptive innovation
- Product innovation and marketing in BOP
- Positioning Strategy
- Product Strategy and road mapping
- Pricing Strategy
- Integrated Marketing Communication Strategy
- Consumer Behavior
- Product and Marketing Strategy of national and multinationals in Emerging Economies
- Consumer behavior and marketing strategy
- Digital product and marketing strategy
- Strategy for business markets
- Simulation on marketing innovative products
- Comprehensive simulation of managing segments and customers

Note: The above given is an indicative list of modules and is subject to change as per IIM Kozhikode's discretion.



#2 Programme: Advanced Analytics for Product and Marketing (AAPM)





- Concepts, process and relevance of marketing analytics in marketing decision
- Qualitative investigation for product development and marketing decisions
- Exploratory data analysis and Statistical Inference
- Predictive analytics in product management and marketing - estimating effect of marketing actions on consumer decision- correlation, simple regression & multiple regression
- Finding consumers' perceptual dimensions and its effect on consumer's purchase decision - Factor analysis
- Market segmentation, estimating market size, market profiling - Cluster analysis
- Consumer's discrete choice behaviour - Logistics regression
- Product distribution & Supply Chain Analytics
- Social media analytics and text mining
- Consumers' utility of product features, Product modification - Traditional conjoint analysis
- New product development, Pricing decision, market share calculation - Choice based conjoint analysis
- Time Series Analytics in marketing
- Customer lifetime value
- Product recommendation system

Note: The above given is an indicative list of modules and is subject to change as per IIM Kozhikode's discretion.



Pedagogy & Evaluation

The pedagogy benchmarks distinctive insights to gather, manage and comprehend data linked to products and marketing actions for profitable applications, as well as how-to transform that data into a practical and valuable product strategy and marketing approach.

	Live Interactive Lectures & Practical Examples + Real-life Case Studies
	Business Simulations
	Group Projects
	Hands-on Data Analysis

The methodology includes:

			
Online Quizzes	Case Analysis	Class Contribution	Assignments

Note: The above given is an indicative list of methodology and component and is subject to change as per IIM Kozhikode's discretion.

Learning Outcomes



Dig into the latest product and marketing strategies to shape your business



Refine your know-how with new-age innovative strategies /strategic flexibility



Groom into highest calibre in product and marketing functionalities



Understanding conceptual frameworks of strategies and analytics marketing



Improve cross-functional, managerial, and strategic leadership competencies



Tackling strategic challenges using time series analytics models



Delve into Analytics implementation, framework and formulation



Understanding myriad of analytics touchpoints



New age concepts like perceptual dimensions, cluster analysis, logistics regression

Tools to be used in the analytics course



XLSTAT



Build Successful Marketing Strategy



Case Studies:

- UTV & Disney - Strategic Alliance
- Turtle Limited - Developing an efficient supply chain
- Launch of Pleasure Scooter
- Indraprastha Ice and Cold Storage (Award winning case)
- Edible Agro Products Limited (Award winning case)
- Burger King - Mouldy Burger Ad
- Spencer's Retail

Note: The above given is an indicative list of case studies and is subject to change as per IIM Kozhikode's discretion.

Programme Fee:

Fee Structure	
Particulars	Amount (in INR)
Application Fee	2000/- + GST
Instalment Pattern	
Retention Fee (Payable within 7 days from the release of offer letter)	60,000/- + GST
Instalment 1 (Strategy Programme)	40,000/- + GST
Instalment 2 (Strategy Programme)	40,000/- + GST
Total Fee (Strategy Programme)	1,40,000/- + GST
Instalment 3 (Analytics Programme)	60,000/- + GST
Instalment 4 (Analytics Programme)	40,000/- + GST
Instalment 5 (Analytics Programme)	40,000/- + GST
Total Fee (Analytics Programme)	1,40,000/- + GST
Total Programme Fee (Dual Certification)	2,80,000/- + GST

*Easy EMI options available



Programme Details

- **Duration (for dual programme participants):**

- 14 months (including 10 months of online live classroom sessions; 2 capstone projects; 2 simulations; 16 weeks of the non-classroom project)

- **Mode:**

- Online Live (Direct to Device)

- **Programme Schedule:**

- Session Timings: Saturday, 7:15 p.m. to 10:30 p.m.
- Application Closure Date: 16th April 2023
- Programme Commencement Date: 29th April 2023
- Programme End Date: June 2024

- **Admission Criteria:**

- Selections will be based on candidates' profiling

- **Eligibility:**

- **For Indian Participants** - Graduates (10+2+3) or Diploma Holders (only 10+2+3) from a recognized university (UGC/AICTE/DEC/AIU/State Government) in any discipline.
- **For International Participants** - Graduation or equivalent degree from any recognized University or Institution in their respective country.
- Minimum of at least 3 years of work experience.



Certificate



Participants who successfully meet the evaluation criteria and satisfy the requisite attendance criteria will be awarded a 'Certification of Completion' for each programme.

Participants who are unable to clear the evaluation criteria but have requisite attendance will be awarded a 'Participation Certificate' for each programme.

Know the Facilitator



Atanu Adhikari
(Professor)

Program Chair and Lead Instructor

Professor Adhikari was a visiting researcher to Whitman School of Management, Syracuse University, USA and Commonwealth Academic Fellow - London Business School, UK. He was a doctoral Fellow of Royal Statistical Society London, UK. Professor Adhikari has taught as a co-instructor in post-graduate programs for executives with leading international faculties from Cornell University and Syracuse University. He has taught as adjunct faculty in many business schools abroad and several IIMs in India.

Dr. Adhikari has published several books and case studies from highly reputed international publishers. He has conducted executive education and management development programs for more than 15000 middle and senior management executives working in Fortune 500 companies, large Indian companies and public sector organizations.



Geetha M
(Professor)



Shovan Chowdhury
(Professor)



Arqum Mateen
(Associate Professor)



Deepak S Kumar
(Associate Professor)



Joffi Thomas
(Associate Professor)

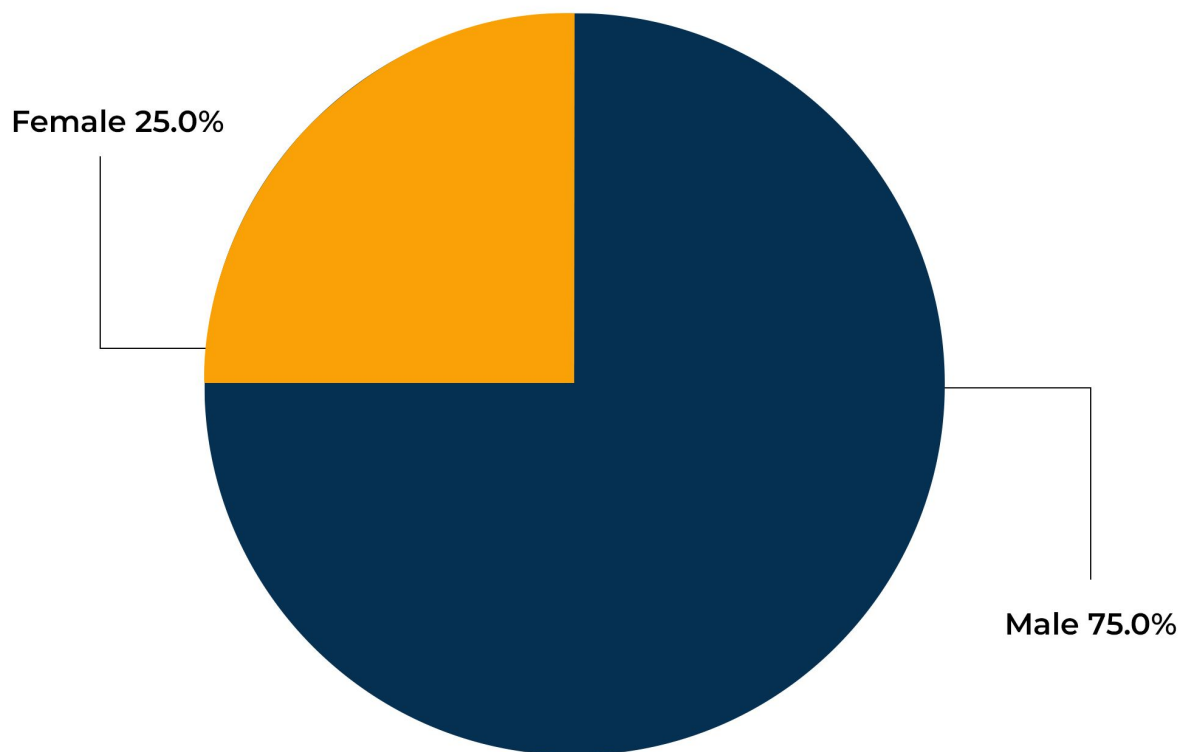


Aishwarya Ramasundaram
(Assistant Professor)

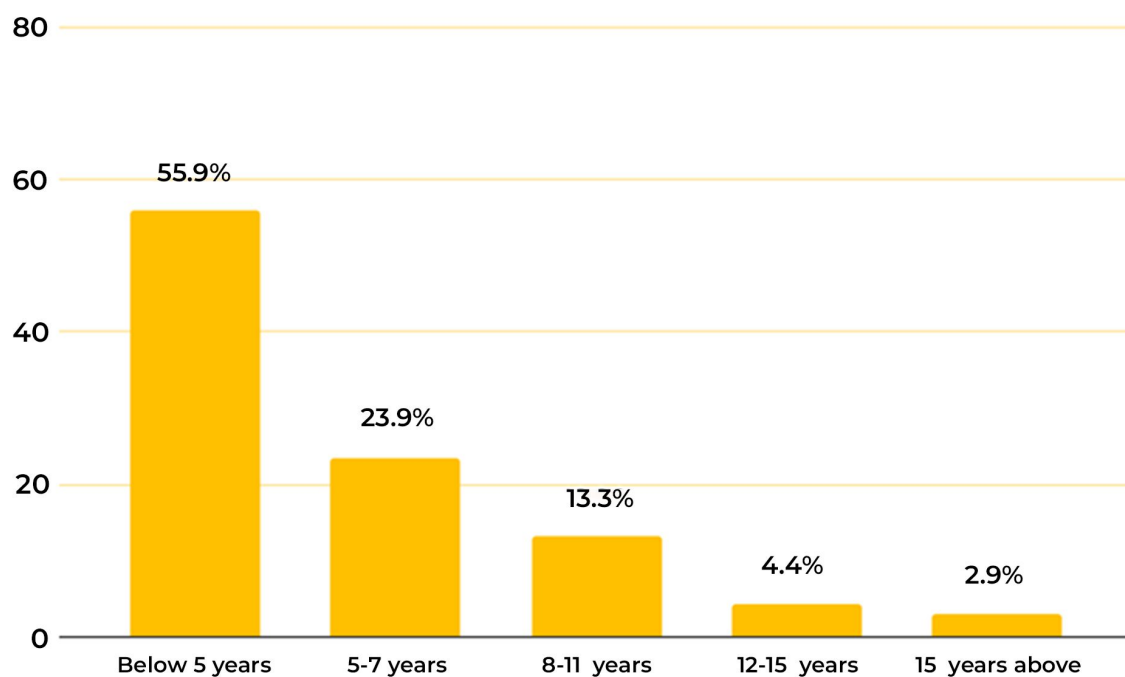
Note: The above given is an indicative list of programme facilitator and is subject to change as per IIM Kozhikode's discretion.

Recent Batch Analysis

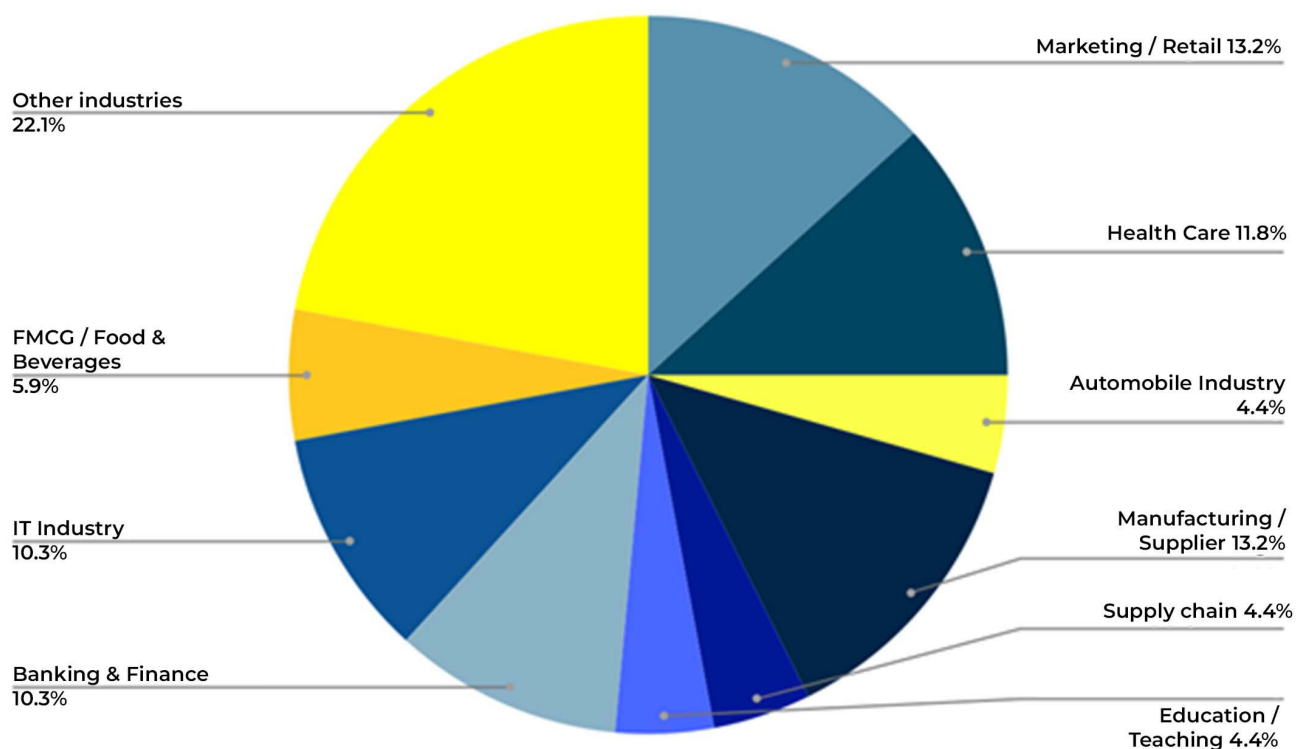
GENDER WISE BIFURCATION



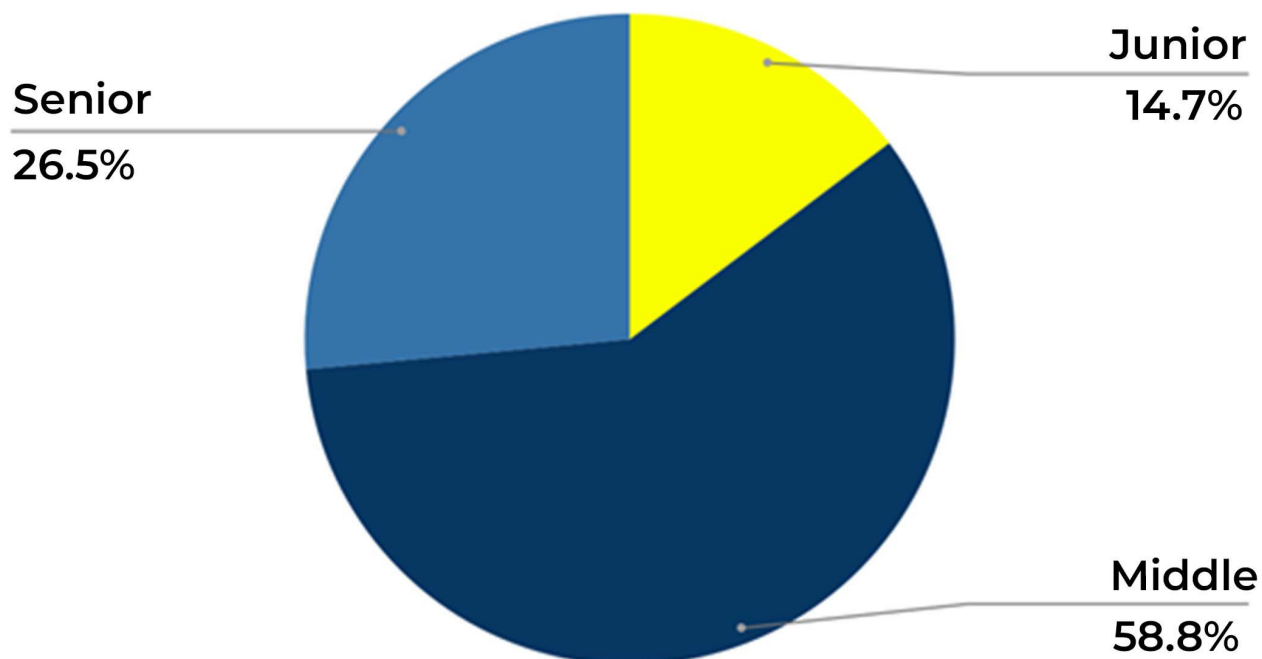
EXPERIENCE LEVEL OF COHORTS



INDUSTRIES PROFILES



DESIGNATION WISE BIFURGATION



Career Assistance

Profile Building	Resume Review	Placement Assistance	Career Enhancement Sessions
Rigorously building the candidate's profiles and resume scrutinizing with their LinkedIn profiles. Jaro Education enables personalised feedback to boost overall virtual presence.	Moving forward with carefully curated resumes reviews that ensures you are interview-ready for the workplace of tomorrow.	Get career assistance as per the profile and preferences. On an average, get 5-6 job recommendations to enhance quality employment opportunities	Bridging connectivity to link the best talent with organizations through eminent sessions from top-class industry speakers.

69L Highest Salary Offered	27L Average Salary offered	256% Average Salary Hike Opportunities
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** June 2022*

Note:

IIM Kozhikode or Jaro Education do not guarantee or promise you a job or advancement in your existing position. Career Services is simply provided as a service to help you manage your career in a proactive manner. Jaro Education provides the Career Services described here. IIM Kozhikode is not involved in any way with the Career Services described above and offers no commitments.



About IIM Kozhikode



**NIRF India Ranking
2022 : Management**



**IIM Kozhikode sole IIM
to feature in ARIIA 2021**



**QS Executive MBA
Ranking (EPGP) in Asia
Pacific for 2021**



**Global
Accreditations**

Started in 1997 with its Postgraduate Programme (PGP), the Indian Institute of Management Kozhikode (IIMK) is on a high growth trajectory today, offering widest range of academic programs in the field of management education. These include Doctoral Programme in Management, Executive PG Programmes, Management Development Programmes and Faculty Development Programs. IIMK set up a Satellite campus at Infopark, Kochi, in 2013 dedicated to Executive Education. IIMK has also the unique distinction of launching a PhD (Practice Track) programme for working professionals besides bringing in new dynamic courses in Women Leadership, one-year Post Graduate programme in Business Leadership (2019) MBA in Finance and MBA in Liberal Studies & Management (2020). The institute is also home to IIMK LIVE a first-of-its-kind startup incubation programme and the Indian Business Museum.

IIM Kozhikode aims to create a unique and futuristic space of global reckoning so as to nurture the finest management thinkers in the pursuit of developing innovative, socially responsible and environmentally friendly practitioners, leaders and educators. Strategically moving towards a better future, the Institute strives to provide holistic learning, giving equal weightage to academic solidarity and practical application. IIM Kozhikode integrates concepts with applications and values, thus transforming individuals into dependable, capable, caring and fair-minded personalities who will contribute towards the development of communities.



About Jaro Education

“INDIA'S MOST TRUSTED
ONLINE HIGHER
EDUCATION COMPANY”

1000+

Corporate Associations

3,00,000+

Careers Transformed

2009

Enhancing Career Since



2022

EdTech Leadership Award



2022

National Best Employer Accolade



2019

Economic Times Award



2018

ABP Education Award



2017

Modi Award

Jaro Education has been India's most trusted online higher education company and a pioneer in the Executive Education space since July 2009. The company's goal is to nurture entrepreneurs and working professionals from entry-level to C-Suite levels in every field and industry by providing executive education programmes that meet their needs.





Get in Touch with us



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Jaro Education's Presence

Ahmedabad | Bangalore | Chennai | New Delhi/NCR
Hyderabad | Jaipur | Kolkata | Mumbai | Nagpur | Pune