



Indian Institute of Management
Mumbai (IIM Mumbai)

AACSB

Executive Certificate Program in Strategic Sales & AI-Driven Marketing

Type

Executive Program

Mode

Online

Duration

6 Months

Total fees

₹ 202,000

Indian Institute of Management Mumbai (IIM Mumbai)

IIM Mumbai, formerly known as NITIE, was established in 1963 by the Government of India with support from the UNDP and ILO. It is consistently ranked among India's leading business schools and secured 6th rank in the NIRF 2025 Management Rankings. The institute is known for its strong industry focus and academic excellence. It offers expertise across Operations, Analytics, Finance, Marketing, Project Management, HR, IT, and Sustainability Management. IIM Mumbai is dedicated to developing future-ready professionals for evolving business and industry needs.

Executive Certificate Program in Strategic Sales & AI-Driven Marketing

Highlights

- ◆ Develop an integrated understanding of advanced sales strategies and contemporary marketing frameworks.
- ◆ Explore how artificial intelligence can support customer analysis, marketing decisions and sales effectiveness.
- ◆ Apply concepts and frameworks to practical business situations through assignments, discussions and a capstone project.
- ◆ Gain perspectives from experienced faculty members and professionals with relevant industry expertise.
- ◆ Participate through weekend live online sessions, immersive campus modules and peer learning with professionals from diverse sectors.

Learning outcomes

- ◆ Formulate strategic sales plans aligned with organisational objectives, customer needs and evolving market conditions.
- ◆ Design and optimise go-to-market strategies for products, services and business segments.
- ◆ Leverage AI and data-driven insights to understand customer behaviour and support informed marketing decisions.
- ◆ Evaluate and improve sales effectiveness using relevant frameworks, performance indicators and analytical approaches.
- ◆ Build integrated, data-led marketing strategies that contribute to revenue growth, customer engagement and sustainable business performance.

Eligibility Criteria

Educational Qualification: Bachelor's degree or equivalent (10+2+3) with at least 50% marks from a recognized university. Diploma holders with relevant experience may be considered with minimum 5 years of work experience.

Work Experience: Minimum of 3 years in sales, marketing, business development, or related fields.

Targeted Roles: Professionals in sales, marketing, digital marketing, or CRM, as well as entrepreneurs and business owners.

Curriculum Overview

Module I: Foundations of Strategic Sales Leadership and AI-Driven Marketing (9 subjects)

- ◆ Why Sales Leadership Is Now a Strategic Imperative
- ◆ Distinguishing Sales Management from Strategic Sales Leadership
- ◆ Foundations of AI-Driven Marketing
- ◆ Reframing the Sales–Marketing Interface in an AI World
- ◆ Customer Value
- ◆ Trust
- ◆ and Ethics in AI-Enabled Marketing
- ◆ Strategic Sales Decision Domains
- ◆ Strategic Role of Sales in Firm Value Creation



Curriculum Overview (continued)

Module II: Marketing Research, Consumer Behaviour & Strategic Sales Management (9 subjects)

- ◆ Market Research Techniques
- ◆ Understanding Consumer Behaviour
- ◆ Sales Strategy Formulation and Market Alignment
- ◆ Customer Value Proposition and Consultative Selling
- ◆ Sales Force Architecture and Organizational Design
- ◆ Strategic Sales Talent Management
- ◆ Incentives
- ◆ Targets and Sales Performance Management

Module III: Strategic Sales Leadership (9 subjects)

- ◆ Strategic Sales Leadership Mindset
- ◆ Key Account and Relationship Strategy
- ◆ Strategic Negotiation and Pricing Leadership
- ◆ Leading Sales Transformation and Change
- ◆ Ethics
- ◆ Governance and Risk in Sales Leadership
- ◆ Future of Sales Leadership
- ◆ AI companions and digital sales agents



Curriculum Overview (continued)

Module IV: Foundations of AI-Driven Marketing (8 subjects)

- ◆ AI-Driven Marketing Attribution
 - ◆ AI in Market Sensing & Insight Generation
 - ◆ AI in Segmentation
 - ◆ Targeting & Positioning
 - ◆ AI in Product & Innovation
 - ◆ AI in Pricing & Revenue Management
 - ◆ AI in Distribution & Channel Management
 - ◆ AI in Integrated Marketing Communications
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Module V: AI-Driven Customer Experience & Personalization (9 subjects)

- ◆ Sentiment Analysis & Social Listening
- ◆ Customer Lifetime Value (CLV) Prediction
- ◆ Hyper-Personalization in Customer Journeys
- ◆ Contextual Nudging & Behavioral Triggers
- ◆ Emotion AI
- ◆ Voice AI
- ◆ and multimodal CX
- ◆ Managing the personalization–privacy paradox
- ◆ Predictive Churn Analysis & Prevention



Curriculum Overview (continued)

Module VI: Strategic AI Leadership, Ethics & Future Trends (6 subjects)

- ◆ Developing an AI Marketing Roadmap
- ◆ Data Privacy & Compliance
- ◆ Identifying & Mitigating Algorithmic Bias
- ◆ Human-AI Collaboration Models
- ◆ Measuring the ROI of AI Initiatives
- ◆ Future Trends: Agentic AI & Automation

Fee Structure

Fee heads	Amount
Program Fee	₹ 200,000
Application Fee	₹ 2,000
Total	₹ 202,000