



Indian Institute Of Management Kashipur (IIM Kashipur)

Member of AACSB

Executive Programme in Strategic Marketing Leadership & AI Innovation

Type

Executive Program

Mode

Online

Duration

9 Months

Total fees

₹ 101,000

Indian Institute Of Management Kashipur (IIM Kashipur)

Established in 2011 by the Government of India, the Indian Institute of Management Kashipur is a second-generation IIM committed to excellence in management education. Guided by the values of collegiality, transparency, sustainability and stakeholder engagement, the institute fosters academic excellence, research and innovation. Through strong industry collaboration and a future-focused approach, IIM Kashipur develops responsible leaders equipped to address evolving business and societal challenges.

Executive Programme in Strategic Marketing Leadership & AI Innovation

Highlights

- ◆ Build expertise across strategic marketing, leadership, AI-driven innovation and marketing analytics.
- ◆ Explore practical applications of Generative AI, customer analytics, pricing, branding and digital marketing.
- ◆ Learn through global and Indian case studies, group projects, assignments and applied business exercises.
- ◆ Gain exposure to tools such as Power BI, SPSS, ChatGPT, Gemini, Claude and Screaming Frog.
- ◆ Participate in an optional one-day campus immersion and earn a certificate from IIM Kashipur upon successful completion.

Learning outcomes

- ◆ Formulate competitive marketing strategies aligned with organisational and business objectives.
- ◆ Apply AI, analytics and digital tools to improve customer insights and marketing decision-making.
- ◆ Design data-driven approaches for product, pricing, branding and customer engagement.
- ◆ Evaluate market opportunities using established strategic and analytical frameworks.
- ◆ Lead innovation-driven marketing initiatives across diverse industries and evolving business environments.

Eligibility Criteria

Any graduate with minimum of 2 years of experience

Curriculum Overview

Module I: Introduction to Strategy (7 subjects)

- ◆ Three Levels of Strategy
- ◆ What Is Marketing's Role in Formulating and Implementing Strategies?
- ◆ Allocating Corporate Resources
- ◆ Sources of Synergy
- ◆ Strategic Decisions at the Business-Unit Level
- ◆ How Do Businesses Compete?
- ◆ How Do Competitive Strategies Differ from One Another?



Curriculum Overview (continued)

Module II: Measuring Marketing Opportunities (11 subjects)

- ♦ Creating Customer Value and Customer Relationships
 - ♦ Buyer Behavior in Consumer Markets
 - ♦ Developing Marketing Strategy
 - ♦ Diffusion of Innovations
 - ♦ Setting Product Strategy
 - ♦ Service Strategies and Policies
 - ♦ Differentiation and Brand Positioning
 - ♦ Designing and Managing Integrated Marketing Communications (IMC)
 - ♦ Social Media Influencer Strategies
 - ♦ Effective Sales Techniques
 - ♦ Strategy on Distribution Channels
-

Module III: Formulating Marketing Strategies (7 subjects)

- ♦ Marketing Strategies for New Market Entries
- ♦ New Market Entries
- ♦ Introducing New Market Offerings
- ♦ Addressing Competition and Driving Growth
- ♦ Share Growth Strategies for Followers
- ♦ Strategies for Mature and Declining Markets
- ♦ Industry Dynamics/Attractiveness and Organizational Design



Curriculum Overview (continued)

Module IV: Globalization Strategies (3 subjects)

- ◆ Consumer Behavior in Global Marketing Context
 - ◆ Global Integrated Marketing Communications
 - ◆ Product Strategies in Global Marketing Context
-

Module V: B2B and Emerging Marketing Strategies (2 subjects)

- ◆ Analyzing Business Markets (B2B)
 - ◆ Specialized Topic
-

Module VI: Marketing Strategy in AI Era (2 subjects)

- ◆ AI and Brand Management
 - ◆ Using Generative AI for Early Stage Market Research
-

Module VII: Analytics (4 subjects)

- ◆ Product Analytics
 - ◆ Measuring Customer Responses
 - ◆ Pricing Analytics
 - ◆ Calculating Consumer Value
-

Module VIII: Campus Immersion (2 subjects)

- ◆ Campus Immersion Demonstration of Software Tools
- ◆ Course Benefits to Participants

Fee Structure

Fee heads	Amount
Program Fee	₹ 100,000
Application Fee	₹ 1,000
Total	₹ 101,000