



Modern Marketing Organisation

A Blueprint to Transform
your Marketing Function



Overview

In today's complex business environment, achieving customer centricity is a formidable challenge for enterprises and marketers. With the rise of the connected customer, the challenge has multiplied exponentially, increasing the touchpoints and channels that customers use to engage with brands. This challenge necessitates businesses to adopt data-driven customer centricity that pervades their organisations beyond the marketing realm.

The Modern Marketing Organisations programme by ISB Executive Education is designed to address these pressing challenges faced by business leaders. The programme's frameworks divide value creation into two categories: new value stacks for customers and new value stacks for enterprises. Understanding this taxonomy is the first step in articulating a marketing value proposition that aligns with the company's growth strategy. The programme helps customer-focused functions and enterprise leadership not only mitigate the effects of an ever-changing marketplace but also capitalise on opportunities that disruptions present.

Dates and Programme Fees

Start date:
July 12-14, 2023

Programme Fees:
INR 1,30,000 + taxes

Location:
Hyderabad



Through practical case studies, faculty presentations, toolkits, and frameworks, participants in the programme gain a transformative understanding of go-to-market paradigms. The programme helps marketing teams become more agile, interdependent, and accountable for driving organisational growth. It enables participants to capitalise on new growth opportunities, understand value creation, and articulate marketing value propositions that align with their organisation's growth strategy. Ultimately, the Modern Marketing Organisation programme helps leaders transform their marketing functions to drive the bottom line and contribute to the growth story.

Programme Impact

- Practical frameworks that encompass both – the goal and the strategy
- Transform how the marketing function must work
- Enable marketing teams to be more agile, interdependent, and accountable for driving organisational growth
- Capitalise on new growth opportunities and understand value creation and articulate your marketing value proposition.
- Align marketing activities with your organisation's growth strategy.



Key Takeaways

- Explore steps for successful product development, structured go-to-market strategies, and value pricing
- Gain unique marketing and customer insights across functional silos such as HR, Finance, Sales, R&D, service, and organisations
- Develop strategies for new product introductions in pioneering markets, and strategies for entering markets as a late entrant
- Gain an understanding of volume growth and profit growth strategies for established and mature markets
- Explore strategies for market defense
- Adapt best practices in integrating marketing execution for a multi-dimensional plan



Who Should Attend

This programme is best suited for:

- CMO and VP's of marketing from large and medium-sized firms
- Executives responsible for digitally transforming the marketing function
- Sales, product, marketing directors/ managers from medium to large firms
- Presidents and vice-presidents of smaller marketing firms
- Business strategy managers who help craft market-oriented strategies
- Managers who want to build or improve their skills related to developing new brands, managing, and growing existing brands, and/ or revitalising fading brands
- Marketing and sales managers who want to sharpen their brand management skills
- Senior executives from business, product, finance, operations, HR, technology teams who recognise the importance of branding for the company, and play a role in deciding GTM and budgets and want to be better grounded in the concepts and tools of brand management

The ISB Advantage

Leaders and organisations today must continually reinvent themselves to navigate complex disruptive environments and create and renew their competitive advantage over time.

ISB Executive Education empowers executives with the skills, mindsets and vibrant networks required to manage and lead in this new world and achieve their distinctive personal and professional goals.



Globally Renowned Faculty

ISB faculty includes leading academics with strong domain expertise that is drawn from extensive research, real-world engagements, and rich teaching experience in top global business schools. The faculty also includes accomplished industry practitioners, who have been at the helm of global businesses. These experts will challenge your existing way of thinking, broaden your horizons to include new perspectives on complex problems and their solutions, and empower you to effect innovative ideas and change in your organisations

Research-backed Thought Leadership

ISB is ranked #1 amongst all business schools in India for research. At our research centres and institutes, faculty collaborate with top minds in the industry and government to develop ground-breaking thought leadership. Participants and their learning journeys will benefit from this rich expertise and its applications in the classroom through novel instructional content and assessments, extensive coaching, and a diverse selection of case studies.

Deep Expertise in Emerging Markets

Emerging economies in the East and South are slated to grow twice as fast as the more established, advanced economies in North America, Western Europe and Japan. Asia is at the centre of this growth story, with India and China poised to contribute 50% of the global economic output by 2050. Immense opportunities await companies that can navigate the unique and formidable challenges of these markets. Unlike most leading global business schools, ISB has developed rigorous intellectual capital and a vast number of case studies that explore critical challenges facing

organisations and leaders in these markets. Further, embeddedness in a rich ecosystem of business, government and think tanks allows ISB to deliver practical knowledge and craft holistic learning experiences to both local and global companies looking to compete and succeed in emerging markets.

Future-ready Perspectives

ISB Executive Education programmes speak to the new and continually evolving realities of modern work and businesses, including heightened connectivity, lower barriers to entry and scale, unprecedented automation, and shifting demographics. Our learning interventions will help you discover organisational “unlocks” and create future-ready companies that are aware, nimble, and continually learning and innovating to thrive in the next normal.

Transformational Learning Experience

ISB Executive Education programmes are replete with distinctive teaching methodologies and an intensive and challenging learning environment that pushes participants’ learning horizons beyond their pre-existing beliefs. Through lectures from distinguished faculty, local and global case studies, business simulations, and group discussions with extraordinary peers from a broad range of industries, regions, and functions, you will be equipped with the strategies, tools and insights required to transform your thinking and achieve ambitious business objectives. You will return to your organisation, fully ready to apply what you have learned. You will also take with you a rich network of relationships that will enrich your personal and professional lives long after you complete the programme.

Programme Curriculum

Learn the applications of marketing strategy for competitive advantage to industries - from consumers to multiple industrial products. The programme includes case studies, faculty presentations, toolkits, and frameworks to allow participants to apply their learnings in real-time, competitive situations. Participants will gain a deep understanding through in-class exercises to design the firm's value stacks.

Module 1: Motivation for a Modern Marketing Organisation - Tensions, opportunities and value-creation strategies for customers: An Overview

- Understand the challenges faced by the marketing function
- Explore opportunities provided by marketplace changes
- Identify foundational and new benefit expectations of customers
- Get an overview of new value-stacks for customers to deliver new benefits expected by customers

Module 2: New value-stack options for creating value for customers and the underlying capabilities

- Learn how to create exchange value and relevant capabilities
- Design and develop experience value-stack and necessary capabilities
- Understand how to offer engagement value stack and required capabilities
- Determine your customer value-stack configuration

Module 3: New value-stack opportunities for the Firm

- Get an overview of new firm-directed value-stack options
- Learn how to create strategic value
- Understand how to align your strategies for operational value
- Generate knowledge value
- Determine your firm's value-stack configuration

Programme Faculty

Professor Sundar is a faculty in the marketing area and a founder of MarCaps, a marketing capability solutions provider. He is also a Senior Research Fellow at Centre for Innovation and Entrepreneurship (CIE), Marketing, at the Indian School of Business.



Sundar Bharadwaj

Visiting Faculty, Marketing
The Coca-Cola Company Chair of Marketing,
University of Georgia, Terry College of Business

Admission Selection

We admit candidates to upcoming sessions on a rolling (first come first served), space-available basis, and encourage you to apply as early as possible to secure your seat in the programme.

Programme content, dates, schedule, fees, delivery platforms, and faculty are subject to change. Programme fee includes food and accommodation at the ISB campus or at an equivalent facility based on availability.

Executive Benefits

Receive an official certificate from ISB Executive Education, formal recognition of your professional development. Upon successful completion of the programme, participants become a part of the ISB Executive Network, a vast learning community of over 50,000 senior executives and entrepreneurs.

[Apply Now](#)



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ISB Executive Education reserves the right to make changes in the programme without prior notice. Please check with marketing services for the final schedule.

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