



# Management Development Program On **Effective Marketing**

14 June -16 June 2025

**EM**  
**MDP**

**Programme Directors**  
Dr. Sanjeev Prashar  
Dr. Indirah Indibara

## Introduction

In the dynamic landscape of the ever-changing industry scenario, the role of effective marketing cannot be overstated. As we navigate through an era marked by rapid technological advancements, changing consumer behaviors, and evolving market trends, it becomes imperative for any aspiring or current marketing professionals to not only stay abreast of these shifts but to proactively shape and influence them. In recognition of the pivotal role that the marketing play in driving any organization's success, we have designed a specialized program tailored to enhance their marketing prowess – the "Effective Marketing" initiative for both aspiring and working marketing professionals.

## Objectives

The MDP aims at helping the participants

- Develop a Comprehensive Understanding of Marketing Fundamentals
- Analyze Target Markets and Consumer Behavior
- Cultivate Brand Management Skills
- Build Effective Marketing Communication Programs
- Understand various Digital Marketing Techniques
- Create and Implement Strategic Marketing Plans

## For Whom

This program is meticulously crafted for aspiring, entry-level, mid-management and senior marketing professionals, acknowledging the diverse roles and responsibilities they hold within an organization.

## Pedagogy

The program pedagogy will include various training methods such as lectures, discussions, exercises, assessment instruments, and role plays.

## Faculty

All sessions in this program will be co-facilitated by the Program Director along with the subject matter experts.

## Duration and Venue

The Programme is scheduled for **14-16 June 2025** and **13-15 December 2024** at IIM Raipur, Atal Nagar, New Raipur.

## Registration Fee

The registration fee per participant is **Rs. 6,000/- + 2500/-** per day plus taxes as applicable (**on twin sharing basis**). Registration fees per participant will be **Rs. 6,000/- + 4500/-** per day plus taxes as applicable **on Single sharing basis**.

This includes academic fee, programme kit for participants, boarding and lodging.

**Payment can be made online by registering through the website.**

Upon remitting the fees online, kindly intimate the EL& D Office with the UTR No /Relevant transaction details through email, so that we can connect your remittance to your nomination(s).

## Last date

The last date for receipt of nominations for the Programme is **Two week before the commencement of program** and the last date of withdrawal is **one week before the commencement of program**. Any withdrawal request received after this duration will be subject to deductions as per the Institute's rules. In case of subsequent withdrawal or cancellation of nomination(s), no refund of fee will be allowed. However, substitutes may be permitted with prior intimation.

## Enquiry

For any information regarding this programme, you may contact as below:

EL&D Office: [eldc\\_office@iimraipur.ac.in](mailto:eldc_office@iimraipur.ac.in)

Ph: 0771-2474669, 697

## About Programme Directors

**Dr. Sanjeev Prashar (Professor, Marketing Area, IIM Raipur)**



Presently working as Professor in the area of Marketing with Indian Institute of Management Raipur, India, Sanjeev Prashar has thirty-three years' academic experience of teaching Postgraduate Management courses, corporate training and consulting. He has taught courses like Marketing Management, Sales Management and Rural Marketing at various prominent business schools in India. With Master of Business Administration (MBA) and Ph. D in Management from University of Kurukshetra (India), and Post-doctoral from Putra Business School, Malaysia, he has published more than hundred research papers in prominent international journals of repute including Journal of Retailing and Consumer Services, Journal of Consumer Marketing, Tourism Economics and Journal of Business Research.

Few of his authored case studies are available at Harvard Business Publishing (both English and Chinese versions), Ivey Publishing and Emerging Markets Case Studies Collection. Winner of Emerald Literati Award for Outstanding Paper 2022, he is currently pursuing research on shopping behavior including impulse buying, online buying and celebrity endorsement.

Sanjeev Prashar has attended Global Colloquium on Participant-Centered Learning on Teaching through Case Studies Method at Boston, the US (2014) and Leadership and Management Development in Institutes and Universities at Birmingham, the UK (2016). He has also been a Visiting Fellow at University of Kelaniya, Sri Lanka, (2016-17 & 2020).

Sanjeev Prashar has more than thirteen thousand hours of training experience with prominent business establishments, government institutions and agencies, not-for-profit organizations and academic institutions. He has handled more than 80 instruments / tools in Selling Skills, Case Writing Methodology and Behavioral Area under different domains, with clients as diverse as multinational and national corporations, government agencies, NGOs etc., in the last 25 years. To his credit, he also has multiple consulting assignments in the area of Marketing.

Winner of Rotary Youth Leadership Award for Rotary International Districts 3050 and 3090 (1997), he has also travelled extensively for academic assignments, including the US, Germany, Japan, Malaysia, Singapore, the UAE, the UK, Bahrain, Sri Lanka, Pakistan etc.

### **Dr. Indirah Indibara (Assistant Professor, Marketing, IIM Raipur)**



Dr. Indirah Indibara, Assistant Professor of Marketing at IIM Raipur comes with more than 12 years of experience across various academic institutes like XIM University Bhubaneswar, NIT Rourkela and KIIT University Bhubaneswar. Before joining the field of academics, she worked in the corporate sector in Sales and Marketing in the FMCG domain with Kellogg India Private Limited.

Dr. Indirah has published her research, both articles and case studies, in reputed journals like Journal of Consumer Marketing, International Journal of Consumer Studies, Emerald Emerging Market Case Studies, etc., and has presented her work at various national and international conferences like AMA, ACR, ANZMAC, INDAM among others.

Dr Indirah has also served as a reviewer for various reputed journals like Marketing Intelligence and Planning, Global Business Review, FIIB Business Review etc. and international conferences like American Marketing Association, Association for Consumer Research among others. Her PhD thesis was judged as the best marketing thesis in India and was selected for the final round of the International Marketing Trends Conference 2022.

Dr Indirah is currently Chairperson, e-Learning at IIM Raipur. She has conducted and has been a highly rated resource person for several training programs for organizations like Yes Bank, NTPC, IOCL, NIELIT, etc.

Dr Indirah has been a TedX speaker on the topic “Reimagining EdTech” at TedX Imarticus held in December 2023. She is the University Gold Medallist of her graduation batch and was awarded merit scholarships by IIM Kozhikode, CET Bhubaneswar and the Reserve Bank of India.

## Indian Institute of Management Raipur

The Indian Institute of Management (IIM) brand has now become synonymous with innovation, talent, and zeal for success and contribution to management. The Government of India set up IIM Raipur in 2010 to meet the growing demand for top-quality professionals. It is situated at Raipur in the state of Chhattisgarh-one of the fastest growing states of India, with its rich mineral, forest, natural and local resources. The Post-Graduate Programme in Management (PGP) was started in 2010, whereas Fellow Programme in Management (FPM) & Executive Fellow Programme in Management (EFPM) was started in 2013. Executive Post-Graduate Programme (ePGP) was started in 2021.

IIM Raipur has grown and improved in quality, as evidenced by the NIRF ranking of management institutes, which moves up from 18th in 2016 to **11th** in 2023.

IIM Raipur offers top-notch management education on its 200-acre, state-of-the-art well-equipped lecture rooms, a library, a simulation lab, and a pleasant lodging campus in Atal Nagar, Naya Raipur. With the goal of becoming a highly regarded business school worldwide, IIM Raipur has partnered with numerous business schools in Europe, South America, Australia, New Zealand, and the United States for faculty and student exchange Programmes.

### Location

The IIM Raipur campus is located about 20 minutes' drive from the Swami Vivekananda Airport, Raipur.

For any Correspondence / Administrative enquiries, please feel free to contact below:

**EL&D Office:**

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