



# Effective Marketing



## Introduction (Programme)

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

## Programme Directors



**Dr. Sanjeev Prashar**  
Professor, Marketing

Dr. Sanjeev Prashar is 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). 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

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.

## 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.