

# B2B Marketing

February 19-24, 2018



EXECUTIVE EDUCATION  
INDIAN INSTITUTE OF MANAGEMENT AHMEDABAD

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## Objectives

Business-to-business (B2B) marketing strategies are essential for encouraging innovation, increasing sales revenue, assisting in marketing penetration, and aiding in market entry for any organisation. B2B marketing strategies provide a framework for analysing an organisation's strategies, identifying synergies with various stakeholders, and building and leveraging company's core competencies using relationship marketing approach.

Given the complex nature of B2B transactions, managers need to understand, learn, and adapt to combat the challenges of the businesses today. In order to do so, managers need to have a comprehensive understanding of various issues such as: understanding organisational needs, segmenting and targeting markets, leveraging marketing channels for competitive advantage, focusing on efficiency and effectiveness, and augmenting sales performance among other things.

This programme will offer marketing concepts and tools for segmentation, targeting, positioning, market entry, branding, marketing communication, and managing alliances in a B2B context. Additionally, the programme will offer insights into contemporary issues like social network management, handling downturn, and managing change.

## Programme Highlights

- Understanding B2B marketing process: Anticipating needs
- B2B marketing in online context
- Market research in B2B context
- Prospecting, targeting, and segmentation in B2B context
- Align marketing efforts with the organisational goals
- Delivering value in B2B context: Developing an optimal sales proposition
- Understanding organisational buying behaviour
- Branding in B2B context
- Managing strategic alliances
- Designing and managing marketing channels
- Designing marketing campaign in B2B context
- How to handle declining sales: Strategic decision-making in a crisis situation
- Marketing communication in B2B context
- Social network management in B2B context
- Market selection, market entry, and market exit
- B2B marketing in an international context: Understand and anticipate change
- Gain insight into the management of your product portfolio.
- Improved ability to develop and/or strengthen relationship with your customer and supplier.
- Apply industrial-organisational psychology and B2B marketing concepts and tools in a stable as well as a tumultuous environment.

## Pedagogy

This programme is spread over six intensive days. By using relevant case studies, exercises, and simulation game, this programme aims to equip managers to confront B2B marketing challenges in an apposite manner.

## Participants' Profile

- Existing and potential mid-to-senior level managers who want to enhance their proficiency in B2B Marketing.
- Managers who wish to develop, augment, and/or ameliorate their managerial ability to plan, prepare, and operate tactically in B2B marketing domain.
- Managers who are keen to strengthen their analytical and decision-making skills in B2B domain by obtaining a broad understanding of key marketing and management concepts and practices.

## Faculty

- Jaiswal, Anand K. (Faculty Chair)  
Email: [akjaiswal@iima.ac.in](mailto:akjaiswal@iima.ac.in)

and a team of faculty from IIMA

## Desired Outcomes

- Expanded analytical capability to capitalise on business opportunities
- Advanced knowledge and skills to compete effectively in B2B context.
- Increased skill-set in the domain of strategic planning, decision-making, problem-solving, and general management.
- Increased self-belief to navigate successfully across clients, partners, and colleagues.

## Nominations and Inquiries

Nominations should reach the Executive Education Office latest by **February 5, 2018**. The last date for early bird discount is **January 29, 2018**.

Organisational sponsorship is generally required, but can be waived in case the participant is likely to gain significantly from the programme for personal improvement or greater job effectiveness.

All nominations are subject to review and approval by the programme faculty (usually after the due date for receiving nominations). A formal acceptance letter will be sent to selected nominees accordingly. Nominees are requested to make their travel plans only after receiving the acceptance letter.

For nomination forms and more information, please contact:

### Executive Education

Indian Institute of Management Ahmedabad  
Vastrapur, Ahmedabad 380 015.  
Phone: +91-79-6632 4462 to 69 and 4472 to 77  
Fax: +91-79-2630 0352 (ExEd)/2630 6896 (General)  
Email: [exed@iima.ac.in](mailto:exed@iima.ac.in)  
Website: [www.iima.ac.in/exed](http://www.iima.ac.in/exed)

## Certificate

A certificate of participation will be issued to the participants at the end, subject to attending all the sessions of the programme.

## Venue and Accommodation

The programme will be held at the Indian Institute of Management Ahmedabad. Participants would get a full board and air-conditioned single room accommodation on the Institute campus.

IIMA norms do not allow participants to have guests stay with them during the programme.

## Programme Fee and Payment

**INR 1,40,000 plus 18% GST per person** for participants from India and its equivalent in US Dollars for participants from other countries. The fee includes tuition fees, programme materials, boarding and lodging.



The programme fee should be received by the Executive Education Office latest by **February 5, 2018**. In case of cancellations, the fee will be refunded only if a request is received at least 15 days prior to the start of the programme. If a nomination is not accepted, the fee will be refunded to the person/organisation concerned.

The programme fee can be paid in one of these two ways:

### [A] Electronic Fund Transfer:

1. Name of Beneficiary:  
**Indian Institute of Management Ahmedabad**
2. Savings Bank A/c No. 9369EEP, YES Bank Limited, C. G. Road Branch, Ahmedabad  
(IFSC: YESB0000007, SWIFT Code: YESBINBB)
3. Name of Remitter: \_\_\_\_\_ (Please mention the name of the sponsoring organisation)
4. Purpose of Remittance:  
**B2B Marketing**
5. IIMA Permanent Account Number (PAN):  
AAATI1247F
6. IIMA Tax Deduction Account Number (TAN):  
AHMI00189A
7. IIMA GST Registration Number:  
24AAATI1247F1Z4 SAC: 999293

After making the payment, please email us the complete transaction details immediately so that we can link your remittance with your nomination.

### [B] Payment Gateway

For more information, please visit the respective programmes in our website ([www.iima.ac.in/exed](http://www.iima.ac.in/exed)).

## Discount

**Early Bird Discount:** Nominations received with payments on or before **January 29, 2018** will be entitled to an early bird discount of 7%. Early submission of fee and nomination does not however guarantee acceptance of the application.

**Group Discount:** Any organisation sponsoring four or more participants will be entitled to a discount of 7% on the total fee payable provided that at least four participants actually attend the programme. Organisations can avail themselves of both the discounts subject to a maximum overall discount of 10%.

Any organisation sponsoring 25 or more participants across all the programmes in one academic year will be entitled to an overall discount of 15% on the programme fee payable.

The above discounts will be applicable only when the requisite numbers of participants actually attend the programmes.

## Alumni Association

Participants who are attending short-duration Executive Education Programmes for the first time on or after April 1, 2012, will have to attend for a total of 21 days in one or more programmes in order to be eligible for alumni status and the alumni identity card, both of which will be awarded on the payment of a one-time alumni fee of INR 10,000.

## Indian Institute of Management Ahmedabad (IIMA)

IIMA was set up by the Government of India in collaboration with the Government of Gujarat and Indian industry as an autonomous institution in 1961. The Institute provides education, training, consulting and research facilities in management.

### Major Programmes Offered by IIMA

- Two-Year Post Graduate Programme in Management (equivalent to MBA)
- Two-Year Post Graduate Programme in Food and Agri-business Management (equivalent to MBA)
- Fellow Programme in Management (equivalent to Ph.D.)
- One-Year Post Graduate Programme in Management for Executives
- Executive Education offers short duration programmes through open enrolment, customisation and online for various levels of experienced professionals across industry
- Faculty Development Programme for teachers in universities and colleges
- Two-Year Online Post Graduate Programme in Management (ePGP)

The Institute has 97 faculty members working in the following management areas and centres:

### Disciplinary Areas and Groups

- Business Policy
- Communications
- Economics
- Finance and Accounting
- Human Resource Management
- Information Systems
- Marketing
- Organisational Behaviour
- Production and Quantitative Methods
- Public Systems Group

### Interdisciplinary Centres

- Centre for Gender Equity, Diversity and Inclusivity
- Centre for Innovation, Incubation and Entrepreneurship
- Centre for Management in Agriculture
- Centre for Management of Health Services
- IIMA-Idea Telecom Centre of Excellence
- India Gold Policy Centre
- Ravi J. Matthai Centre for Educational Innovation



**Kasturbhai Lalbhai Management Development Centre (KLMDC)** located on the IIMA main campus and the **International Management Development Centre (IMDC)** located on the new campus, provide an academic and learning environment for participants of the Executive Education Programmes. All rooms at KLMDC and IMDC are air-conditioned and have internet connectivity. They have separate dining halls, a reading lounge, classrooms and auditorium (with audio-visual and computer projection facilities), syndicate rooms and computer lab. The campus is Wi-Fi enabled. Recreation facilities exist for indoor and outdoor games (badminton, basketball, billiards, carrom, chess, cricket, football, squash, TT and volleyball). Participants can also take advantage of the Institute's library.



कार्यकारी शिक्षा  
भारतीय प्रबंध संस्थान अहमदाबाद

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