



CHANDRAGUPT INSTITUTE OF MANAGEMENT PATNA

CERTIFICATE PROGRAMME IN MARKETING

Designed for early-stage executives in sales/marketing function, this short-duration programme aims at providing the participants with an overview of the essential concepts of sales and marketing and is delivered through online sessions on weekends.

Programme Objective

The programme aims at helping participants understand the interplay of theory and practice in the sales/marketing function.

Who Should Attend?

Graduates in any discipline with up to five years of experience in sales/marketing

Programme Duration and Delivery

Duration: Three months

Delivery: Online sessions on Saturdays + one campus visit (offline)

Session distribution:

No. of Sessions* per Day	No. of Days	Total Sessions
3	10	30
6	1	6
Grand Total		36

*Each session will be of one hour.

Programme Fee

Rs. 30,000 + GST as applicable

Pedagogy

Case discussions, role plays, presentations, and projects

Eligibility

Graduates in any discipline with up to five years of experience in sales/marketing

Programme Content

The programme covers the following topics:

- Marketing orientation
- Segmentation, targeting, and positioning
- Marketing mix
- Product-mix decisions
- Digital marketing
- Sales forecasting, sales territories, and quotas
- Personal selling
- Managing teams
- Digital marketing
- Merchandising
- Retail store operations

Programme Directors

Prof. (Dr.) Sudeep Rohit

Prof. (Dr.) G K Murthy

Tentative Start Date

August 2023

How to Apply?

Please fill in and submit the online application form available at: cimp.ac.in/.....