

MANAGEMENT DEVELOPMENT PROGRAMME

Business To Business Marketing



Overview

Achieving success in business-to-business marketing necessitates the strategic utilization of resources and best practices by firms when selling their products and services to other businesses.

This programme offers a comprehensive overview of Business-to-Business (B2B) marketing, emphasizing the challenges and opportunities that come with it.

Who Can Attend?

This programme is suitable for Junior and middle managers of firms dealing with business customers.

Key Topics Covered

- B2B market sensing & value creation
- Segmentation, targeting and positioning
- Key account management and CRM
- SPIN selling
- New product development
- Channel management
- Negotiating for value
- B2B communication in digital world

Prof. Shabbir Husain R.V.

Programme Director

Associate Professor, Marketing Chairperson, PG Executive Management Programme (PGEMP) & PG Programme in Marketing & Business Management (PGP-MBM)

Mode of Delivery:

Online

Duration:

16 Hours

Programme Dates:

January 11th-12th 2025 &
January 18th-19th 2025

Programme Fees:

INR 40,000 + GST

10% Early Bird Discount and
Group Discounts Available

Objectives



Business marketing environment and different factors governing the same along with the characteristics of customers, products and services.



Organizational buying behaviour and decision-making process including insights on buyer-seller relationship management.



Segmentation, targeting and positioning in business markets and an overview of key account management.



Managing different marketing functions (4Ps) in business-to-business marketing context.

Pedagogy


- ✓ Interactive discussions & classroom activities
- ✓ Caselets and case studies
- ✓ Peer learning
- ✓ Immersive learning

Certificate of Participation

A certificate of successful participation by S.P. Jain Institute of Management and Research (SPJIMR) will be issued to each delegate at the completion of the programme.



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 022 - 62134415

 mdp@spjimr.org

 www.spjimr.org

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