



FLAME
UNIVERSITY

Making Smarter Decisions in **B2B MARKETING**

16 - 20 August 2021 | 23 - 27 August 2021



ABOUT FLAME UNIVERSITY

Personal. Global. Empowering.

FLAME's educational philosophy is rooted in the concept of liberal education, a system of instruction that transcends the artificial divisions that exist between disciplines and unmask the underlying unity of all knowledge. It urges the student to engage with multiple disciplines in order to view issues from different perspectives leading to deeper understanding and better solution of problems. At the core of its educational experience is its resolute emphasis on lifelong learning, critical thinking, tolerance, and good citizenship.

The University prepares students for leading purposeful lives rather than specific and narrow professions. It does this in a participatory, personalized environment which provides a transformational experience for the students with the motivation and skills to change the world for the better. While empowering the student to be a global citizen, education at FLAME is firmly anchored in the Indian context that is sensitive and responsive to the needs of the country through its focus on research and innovation for creating maximum social impact.



CONTENT

- INTRODUCTION TO THE PROGRAM
- PROGRAM HIGHLIGHTS
- PROGRAM OBJECTIVES
- PROGRAM OUTCOMES
- ABOUT THE PROGRAM FACULTY
- ELIGIBILITY AND REGISTRATION

INTRODUCTION TO THE PROGRAM

Business-to-Business Marketing is the process of understanding, creating and delivering customer value, thereby building and sustaining profitable relationships with targeted business markets and customers. Business markets are significantly larger than consumer markets and they offer a variety of career opportunities especially to marketing professionals. Further, a close understanding of business markets / customers is essential for strategic planning and hence is a requirement for top management executives / aspirants in a business marketing firm. Business customers and traditional consumers do not buy the same way; they are driven by different impulses and respond to different approaches. Business buyers behave differently and it's time we marketed to them differently. B2B and B2C marketing satisfy their respective customers' needs and wants in different ways. B2B product development is driven by technological progress, B2C driven by fashion and trends. B2B purchases are often a considered, group decision while B2C purchases are personal and more impulsive. This Program aims to develop a distinctive understanding of Business-to-Business Marketing among students in the field of Marketing Management. This program will aim to ensure the students appreciate the differences in the expectations of business customers vis a vis end consumers.

The program will enable the participants to evaluate customer value propositions in business markets and will also enable the participants to apply the same concepts while evaluating and analyzing the business customer segments and strategies for marketing communications.



PROGRAM HIGHLIGHTS

- Interactive teaching sessions
- Personalized learning exercises for each participant
- Interactive case study discussions
- B2B marketing research tools and techniques
- Solution selling techniques
- Peer-to-peer discussion and learning

PROGRAM OBJECTIVES

- Understand B2B marketing process and gain insights into industrial and organizational buying to maximize business
- Classification of buyer behaviour in B2B and anticipating B2B customer needs
- Apply market research by learning tools and techniques for B2B marketing
- Understand prospecting, targeting, positioning in B2B, create a resonating customer value proposition for each customer
- Manage pricing challenges and maximize price realizations
- Understand different selling styles and increase conversions and resolving gaps in B2B selling

PROGRAM OUTCOMES

- Gain strategic planning and B2B selling skills
- Develop strategic selling, decision-making, problem solving approach to the Decision Making Unit (DMU)
- Develop strategies for strengthening relationship with current and prospective customers and suppliers
- Solution selling approach and insights to improve sales through market research



Dr. Gitesh Chavan
Assistant Professor – Marketing
FLAME University

ABOUT THE PROGRAM FACULTY

Dr. Gitesh Chavan, Assistant Professor in Marketing at FLAME University, has extensive industry experience globally prior to his academic career. He has worked in multiple geographies including Australia, USA, European Union and Middle East, in cross cultural and cross functional teams. His expertise includes Sales and Business Development of Automation Solutions and Services worldwide, Global Marketing of Automation Solutions and Services, Marketing Strategies, Branding, Project Engineering and Management in Industrial Automation - Safety Systems, PLC, SCADA, HMI, DCS, Automation, C&I Project Execution and MAC Project Pursuits. He has received numerous commendations and accolades for his outstanding performance at Emerson and Honeywell, Houston, Texas.

Professor Chavan is an outstanding scholar and has published many research papers in scholarly peer reviewed journals of repute (ABDC) with "A" category. He also has many international conferences, case study publications to his credit. He was awarded NITIE Fellow in 2018.

Professor Chavan holds a Bachelor's Degree and Master's Degree in Instrumentation and Control Engineering from Vivekananda Engineering College, Mumbai. He has completed an Online Certification Executive Program from Shailesh J. Mehta School of Management (SJMSOM), IIT Bombay, with specialization in Marketing and HR and has earned an Associate (ATCL) Diploma in Communication Skills from Trinity College London.

ELIGIBILITY AND REGISTRATION

Who should attend?

Junior, middle management, sales and marketing managers having 2 to 8 years of experience in B2B marketing or managers from functional areas, e.g. technical, operations, design, supply chain, finance, purchase, and acquisitions, will also greatly benefit from the program and help them break functional silos and deliver superior customer value.

Number of Participants

To provide a rich, interactive online experience and to facilitate effective learning, the sessions will be conducted in a small group for each batch.

Fee

- INR 20,000/- (Plus 18% GST)
- Apply before 9th July 2021 to get a fee waiver of 10%
- Group fee waiver (for three or more registrations from the same organization) - 10%

Pedagogy

The program will be conducted via online platform with instructor-led live sessions and interactive activities, relevant case studies, marketing research tools and techniques and online forum discussions.

Program Dates

- 16 - 20 August 2021, 7 TO 9 PM
- 23 - 27 August 2021, 7 TO 9 PM

Duration

The program will be for two weeks, from Monday to Friday totaling 30 hours.

Total hours include:

- Face-to-face sessions - 20 hours
- Self-study - 5 hours
- Experiential learning - 5 hours

(Participants are expected to complete self-study and experiential learning modules on their own)

Certificate

A certificate of completion will be issued to the participants at the end, subject to their having completed all the program requirements.

Application Process

To apply, please fill the application form below <https://forms.gle/4NdYv3pRseCY5FLx9>.

Payment

Transfer by RTGS / NEFT

Name of the Bank - Bank of India

Branch - Lavale, Pune - 411042

Name of the Account - FLAME UNIVERSITY, PUNE

Current Account no. 062020110000581

IFSC Code : BKID0000620

Enquiry

Please email execed@flame.edu.in for more information.





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Igniting Minds.

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