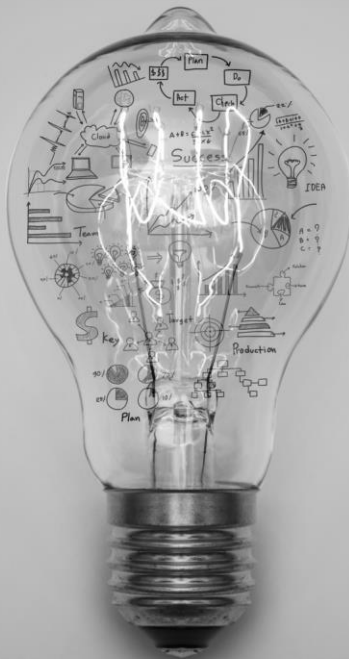


GOA INSTITUTE OF MANAGEMENT



# INNOVATIVE MARKETING THROUGH CROSS INDUSTRY INNOVATION

- 22 – 23 April 2021
- 20 – 21 May 2021



## ABOUT

# MDPs @ GIM

The MDPs at GIM provides an intense and transformative learning experience designed to fit the requirements of seasoned mid-career executives. The programmes will equip the participants with various critical capabilities to succeed in an ever-changing global business environment.

Our programmes are designed and delivered to meet the needs of the executives who have the drive to lead innovations, be the champions of change and have the passion for solving complex business challenges. Our programmes are led and facilitated by experienced faculties who share with the participants their research-driven insights and their knowledge of current industry best practices



## WHY

# THIS PROGRAMME

It has been observed that after spending prolonged time period in a particular industry where professional literally live every moment thinking, talking, working and listening the industry, they tend to develop a mindset which is 'wired in the industry'. Professionals lose sight of other things because they are so involved in a particular industry. As a result, whenever they are exposed to some new or radical idea from outside the industry, they tend to reject it because they know that their industry “does not work like that”. Technically, this is termed as – “Not Invented Here” syndrome. It blocks fresh ideas and perspectives. Organizations and professionals aware of this, continuously unlearn and learn so that this syndrome does not affect them. This is where this kind of programmes enter the scene. This MDP is aimed at shaping the mindset and orientation of the participants so that they get a reboot from “thinking-as-per-the-industry-norms”. With the tools, techniques and frameworks offered in this programme, the professionals will be able to observe unrelated industries, learn new ideas from them and apply them to solve the pressing issues in their own industry. This programme will serve as an anti-dote to the 'Not Invented Here' syndrome.

# PEDAGOGY

A combination of case studies, experiential exercises, audio-visuals, lectures and experience sharing will be utilized during the programme.



## PROSPECTIVE PARTICIPANTS

This workshop is great for seasoned marketers:

- Who have “been there and done that” in one industry but are keen to see beyond and learn from other industries.
- Who are tired, bored and stuck in the regular, run-of-the-mill marketing strategies and want to explore and invent something new.
- Who are open minded, appreciate creativity and are not afraid of trying new things and learning in the process

## LAST DATE FOR NOMINATION

For 22 – 23 April 2021 – 31<sup>st</sup> March 2021


For 20 – 21 May 2021 – 31<sup>st</sup> March 2021



# PROGRAMME COORDINATORS

**Dr. Anurag Dugar** has more than 20 years of enriching experience in teaching, training and practice of Marketing. Currently he is associated with Goa Institute of Management. Prior to that he has been associated with IIM Shillong. Prior to that he has worked with IIM Bangalore, SIBM Pune, ICICI Bank Business Leadership Programme, Leeds Metropolitan University's India Campus etc. Currently, he is a visiting faculty at three IIMs.

Along with a doctorate, he is also a qualified MBA (Marketing), PGDBM (Marketing) and Master of Commerce (Business Administration). He loves training and discussions on anything marketing.



# INNOVATIVE MARKETING THROUGH CROSS INDUSTRY INNOVATION

VENUE: **GIM, GOA**

Programme Agenda

## Day 1

TIME	TOPIC
9:00 am – 9:30 am	Inauguration
9:30 am – 11:00 am	Going From The Best Practices To The Next Practices
11:00 am – 11:30 am	High Tea & Networking
11:30 am – 1:00 am	Unpacking Your Industry Challenges & Assumptions
1:00 pm – 2:00 pm	Lunch & Networking
2:00 pm – 3:30 pm	Only Right Questions Will Lead to Right Answers
3:30 pm – 4:00 pm	High Tea & Networking
4:00 pm – 5:30 pm	Who Has Already Solved Your Problem?
5:30 pm – 6:00 pm	Reflection on the Day

## Day 2

TIME	TOPIC
9:30 am – 11:00 am	What Would The Rebels Do?
11:00 am – 11:30 am	High Tea & Networking
11:30 am – 1:00 pm	Generating More and More (Good) Ideas
1:00 pm – 2:00 pm	Lunch & Networking
2:00 pm – 3:30 pm	Going Beyond the Comfort Zone: Exploring New Territories
3:30 pm – 4:00 pm	High Tea & Networking
4:00 pm – 5:30 pm	Your Industry 2.0
5:30 pm – 6:30 pm	Valedictory and Certificate Distribution

# REGISTRATION FORM

MANAGEMENT DEVELOPMENT PROGRAM

## INNOVATIVE MARKETING THROUGH CROSS INDUSTRY INNOVATION

22 – 23 April 2021 and 20 – 21 May 2021

Goa Institute of Management, Goa

Please fill the form and email to (ad@gim.ac.in)

Name: \_\_\_\_\_

*(Kindly note, the above mentioned name will be printed on the certificate)*

Male:  Female:  Date of Birth: \_\_\_\_\_

Designation: \_\_\_\_\_

Department: \_\_\_\_\_

Company Name: \_\_\_\_\_

Work Experience (years): \_\_\_\_\_

Communication Address: \_\_\_\_\_

Phone / Mobile number: \_\_\_\_\_

Email ID: \_\_\_\_\_

To whom do you Directly Report to? \_\_\_\_\_

How many employees report to you? \_\_\_\_\_

Expectations from the Programme: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Signature:

Date:

# COURSE FEE

- Rs. 17000 per person (inclusive of GST).
- The course fee covers:
  1. MDP Kit
  2. Study material
  3. 2 night stay at the MDP Guest House
  4. Breakfast, high tea, lunch and dinner on both days of the workshop

