

# UNDERSTANDING STRATEGIC MARKETING THROUGH SIMULATION

On 11th, 12th & 13th October, 2018

## About SFIMAR

St. Francis Institute of Management & Research (SFIMAR) was established in 2002 by 'The Society of the Congregation of Franciscan Brothers' to impart quality education in the field of Business Management. It is recognized by AICTE, New Delhi and has been granted permanent affiliation by the University of Mumbai. It is also recognized under Section 2 (f) & 12 (B) of UGC Act 1956. SFIMAR is an ISO 9001:2015 Certified Institute and accredited Grade 'A' by the National Assessment and Accreditation Council (NAAC) in 2016. SFIMAR offers Masters in Management Studies (MMS) Programme, Post Graduate Diploma in Management (PGDM) Programme and a three-year part-time Master's Degree Programme (Financial Management and Marketing Management streams). The Institute, its programmes and activities are designed to act as a nurturing and mentoring ground for developing functional knowledge, skills and expertise in various management disciplines, fostering creative and innovative ideas, encouraging entrepreneurship and leadership strides, and adhering to sustainable and ethical business practices.

## About the programme

St. Francis Institute of Management and Research is proud to present an MDP on 'Understanding Strategic Marketing through Simulation' from 11th to 13th October, 2018. The MDP aims at providing training through simulation for optimizing product planning, product management and operation strategies to rival the intense competition prevailing in today's uncertain and dynamic markets. The MDP emphasizes on an experiential learning approach where the participants would learn by doing to retain information, stimulate thinking, strategy planning and execution rather than the conventional methods of training. The implemented strategies would be evaluated through the tool of a Balance Score Card.

## Who should attend the programme

- Product Managers, Brand Managers and Marketing Managers
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- Academicians
- Start-Ups, SMEs, Family Businesses who aspire to become high growth/impact fi

<b>PEDAGOGY</b>	<b>LEARNING STRATEGY</b>
<ul style="list-style-type: none"> <li>• <b>Licensed simulation game</b></li> </ul>	<ul style="list-style-type: none"> <li>• Learn By Doing</li> </ul>
<ul style="list-style-type: none"> <li>• <b>Balance Score Card</b></li> </ul>	<ul style="list-style-type: none"> <li>• Hands On Approach</li> </ul>

## Key TakeAways

- Learn Management of Strategy from: Your customers, Your competition, Your financial information, Skillfully adjust your strategy and tactics
- Learn Management of Resources using the tools of management such as Market feedback, Competitive benchmarking, Profitability analysis (activity based costing)
- Market opportunity analysis
- Segmentation and target marketing
- Strategic and tactical planning
- Balancing costs, profit, what the market will bear and competition
- Discover the causes of performance shortfalls
- Adapt to new opportunities and problems
- Work on the margin to improve performance
- Organizing the work
- Hiring and targeting the sales staff
- Managing the team

## About the Facilitator

Dr. G Ramesh

Prof. Dr G Ramesh holds Master's degrees in Science (M.Sc.), Business Administration (M.B.A.), Philosophy (M.Phil.), Post-Graduation Diploma in Human Resource Management and Ph.D. in Marketing. He has also undergone the Executive Education Programme at IIM Indore. He has around 28 years of Industry and Academic service and is currently serving as Professor and Head of the MMS/MBA Programme at St Francis Institute of Management and Research. He has undergone specialized training in Business Simulation and has successfully executed it as an Innovative Pedagogy among Management students. G Ramesh has received 'Chief of Air Staff' and 'Air Officer Commanding-in-Chief, Western Air Command' commendations from IAF for his excellence in service and has also been conferred with the civilian 'Rashtriya Gaurav Award'.

## Participation Fees

Participant Category	Fees	Early Bird Discounted Fees Before 25th September, 2018	Group Discount
Corporates	7500	7000	<ul style="list-style-type: none"> <li>• 10% applicable for all categories with 3</li> <li>• 20% applicable for all categories with m</li> </ul>
Academicians	6500	6000	
Students	6500	6000	

\*All fees are inclusive of license fee & GST

#### Inclusions

- MDP Kit
- Course Material and Licensed Game
- Lunch and Refreshments for the three days
- Certificate of Participation
- Certificate of Excellence for the Winning Teams

#### Accommodation Facility

Room Type	Rates per Day
	AC
Single Occupancy	₹ 1500
Twin Sharing	₹ 1200

\*Rates include accommodation only

#### Mode of Registration and Payment Details

- Online Registration Form is available on [www.sfimar.org](http://www.sfimar.org) (Click to Apply Online) *Registration Form (Click to update Registration Details)*
- Cheque / DD to be drawn in the name of "SFIMAR (CHRD) A/C"
- Direct Payment/Bank Transfer: Payment to be made to:

- Bank Name: Catholic Syrian Bank
- Account Name: SFIMAR (CHRD) A/C
- Account No. 033103169256190003
- Account type: Savings
- City: Mumbai
- Branch Location: Borivali (W)
- IFSC: CSBK0000331

\*Kindly e-mail the funds transfer receipt to [mdp@sfimar.org](mailto:mdp@sfimar.org) to confirm participation

## Programme Co-ordinators

- Dr Mohan Mathew and Team

### For Enquiries, Kindly Contact

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