



भारतीय प्रौद्योगिकी संस्थान दिल्ली
Indian Institute of Technology Delhi



CERTIFICATE PROGRAMME IN SALES AND MARKETING

Starts June 30, 2023 | 6 Months | Online Learning

Programme offered by Continuing Education Programme (CEP), IIT Delhi

OVERVIEW

“In search of excellence” written by Tom Peters and Waterman is perhaps one of the first research on what makes excellent companies. First published in 1982, it sold three million copies in its first four years and was perhaps the most widely-held monograph in the United States from 1989 to 2006 (Wikipedia). Much has changed since then, however, one thing that has not changed is that excellent companies “stay close to the customer-learning customers’ preferences and catering to them”. Be it digital marketing or direct selling, understanding the customer and developing a relationship of trust is the key to business success. Excellent marketing makes selling easy, poor sales can kill any marketing effort. The two must complement one another and are two sides of the coin. Digital marketing has made personal selling redundant in some sectors, however high-value personal products, industrial goods, plant and machinery, automobiles, services, customized products and many more continue to be best-sold face-to-face. Negotiations are the domain of the skilled salesperson.

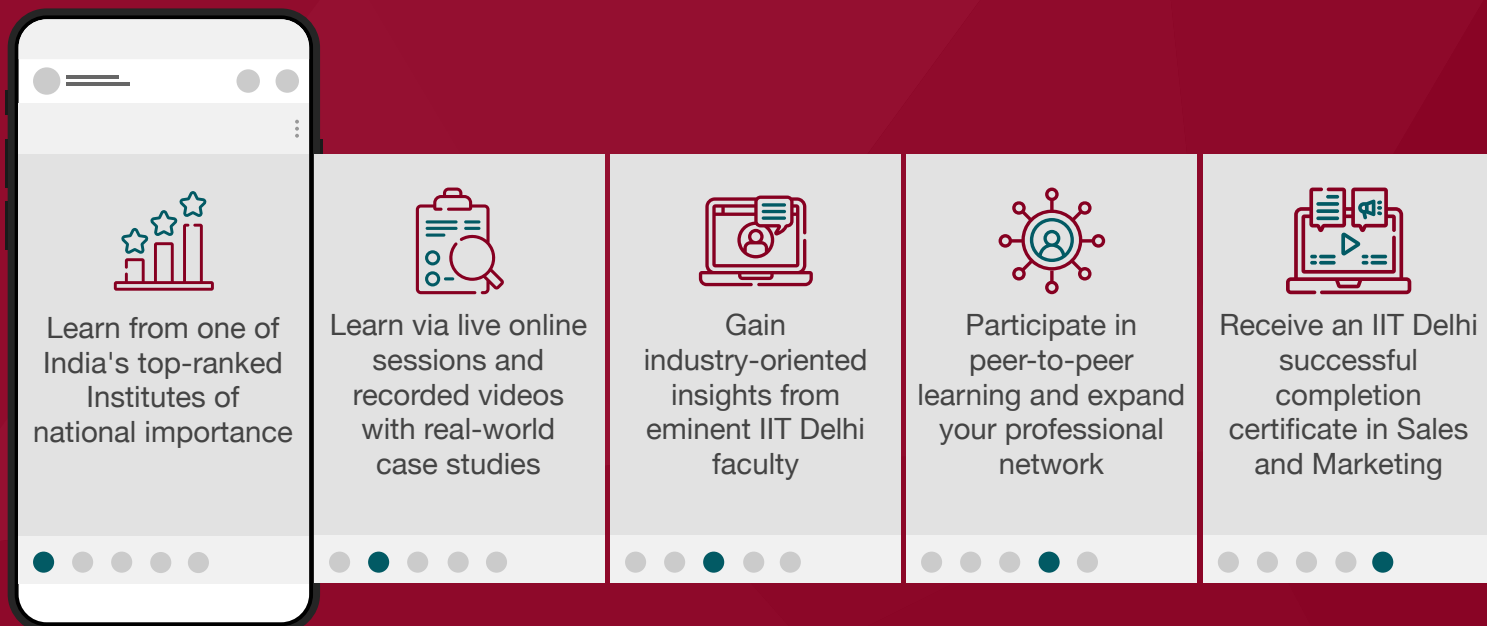
This six-month certificate program looks at the marketing and sales function holistically and synergistically and shall seamlessly take the participants through the journey of converting an idea into a great profitable brand. IIT Delhi’s **Certificate Programme in Sales and Marketing** powers you with contemporary sales and marketing skills required to smartly drive organisational growth. Grasp the powerful link between sales and marketing. Get exposure to successful and emerging frameworks and reshape your career in a disruptive market.

WHO IS THIS PROGRAMME FOR?

This programme is valuable for any professional seeking to create superior value propositions and unlock growth:

- Early-career Sales and Marketing professionals looking to advance their capabilities will gain a relevant, results-oriented grasp of the subject
- Professionals looking to launch their career in Sales and Marketing will find the structured insights invaluable to build a strong foundation
- Entrepreneurs and Managers looking to develop the sales function will learn how to build and grow high-performance teams

PROGRAMME HIGHLIGHTS



Note: The primary mode of learning for this programme is via live online sessions with faculty members. Post session video recordings may or may not be made available, at the discretion of faculty members. Emeritus or the institute does not guarantee availability of any session recordings.

PROGRAMME MODULES

Module 1: Evolution of management thought

Module 2: Marketing Management-theory and practice

Module 3:
The Marketing Concept

Module 4: Understanding consumer behaviour

Module 5: Segmentation, Targeting & Positioning

Module 6:
The Marketing Mix

Module 7: Product decisions

Module 8: Pricing decisions

Module 9: Logistics and distribution

Module 10: Integrated Marketing Communications

Module 11: Product Lifecycle

Module 12: Market and marketing research

Module 13: Demand estimation and forecasting

Module 14: Brand building and nurturing

Module 15: Direct/ Indirect selling systems

Module 16: The sales Process

Module 17: Selling Skills

Module 18: Key Account Management

Module 19: Pre-sales

Module 20: Territory Planning

Module 21: Setting Goals and targets

Module 22: Sales organisation & budgeting

Module 23: Recruitment, Selection & Training

Module 24: Salary compensation & Incentive

Module 25: Reporting & monitoring sales

Module 26: Digital marketing

Module 27: Using social media effectively

Module 28: Consumer analytics

Module 29: Strategic marketing

Module 30: Marketing Ethics

Module 31: Services Marketing

Module 32: B2B Sales

Module 33: Technology Applications in Sales Management

Module 34: Customer Relationship Management

Group Capstone Project

A group capstone project to apply course learning by working on critical analysis of market, business, and the organisation from a sales and marketing lens. Students would be provided with capstone project guidelines, and they would be required to choose their projects accordingly.

Note:

- Modules/ topics are indicative only, and the suggested time and sequence may be dropped/ modified/adapted to fit the total programme hours
-The primary mode of learning for this programme is via live online sessions with faculty members. Post session video recordings may or may not be made available, at the discretion of faculty members. Emeritus or the institute does not guarantee availability of any session recordings.

PROGRAMME COORDINATOR



Dr Mahim Sagar

Professor,
Department of Management Studies,
Indian Institute of Technology Delhi

The recipient of the prestigious Teaching Excellence award of IIT Delhi, Prof. Sagar's areas of interests include consumer-based and community-driven marketing/ branding. His research projects, published in prestigious international and national journals, have focused on multiple streams like marketing/ branding of IT, Telecom, Health, FMCG Public Goods/ Services, and marketing managers' challenges and decision dilemmas, using inductive and deductive protocols. Funded by prestigious international and national organisations like Bill and Melinda Gates Foundation, Global Service Mobile Association, Ministry of Human Resource Development, and World Bank, amongst others, these research projects have led to a significant social impact. He has conducted many training programmes in marketing, branding, business models, and marketing goals initiatives, and causes. Prof. Sagar is also the Area Chair of Telecom Management and the Associate Faculty at the Bharti School of Telecom Technology & Management at IIT Delhi. He has supervised PhD scholars in various areas and has taught many MBA, M.Tech, M.S., and B.Tech students at IIT Delhi and other leading institutes in India.

LEARNING OUTCOMES



Learn winning sales techniques

- Learn to close the deal
- Increase personal influence
- Use proven, repeatable frameworks



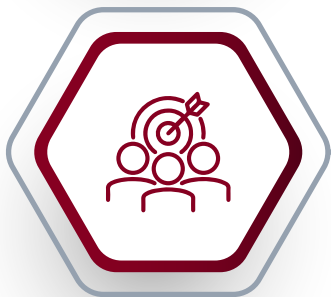
Master the sales journey

- Manage pre-sales, brand building, conversion, account management, after sales and scaling up
- Generate, nurture, convert and delight customers



Align sales to business drivers

- Hire and manage high performance teams
- Align the sales team with business goals
- Foster a strong sales culture in the firm



Sharpen data-driven customer focus

- Use customer-focused insights in B2B and B2C sales
- Integrate digital marketing for targeted campaigns



Balance strategy into operations

- Craft an opportunity-centric sales strategy
- Know the evolving daily role of a sales manager

PROGRAMME CERTIFICATE

Participants will be awarded a successful completion certificate from IIT-Delhi on scoring at least 50% marks in each of the evaluation components and maintaining a minimum attendance of 60% in both lectures and tutorials. Participants who are unable to score 50% marks in the evaluation will be eligible for the participation certificate if their attendance is above 60% in both lectures and tutorials. We encourage you to attend all the live sessions and make the best out of these interactive learning experiences. Post session video recordings may or may not be made available, as per discretion of respective faculty members.



Note:

- All certificate images are for illustrative purposes only and may be subject to change at the discretion of IIT Delhi. Only e-certificates will be issued by CEP IIT Delhi. The organising department for this programme is the Department of Management Studies.
- Emeritus or the institute does not guarantee availability of any session recordings.

ELIGIBILITY

- Graduates (10+2+3) from a recognised university (UGC/AICTE/DEC/AIU/State Government/recognised international universities) in any discipline as on the June 30, 2023.
- Students pursuing final year of their graduation are also eligible and can apply

SELECTION PROCESS

- Screening and selection will be done by IIT Delhi

EVALUATION

- The participants shall be evaluated through a set of quizzes, assignments, and project work.

PROGRAMME DETAILS

Technical Orientation

June 30, 2023

Duration

6 Months

Academic Orientation

July 8, 2023

Live Online Sessions

Saturday, 4:30 PM to 7:45 PM

Programme Application Link

Click here to apply to the programme

For more information, please email at iitd.execed@emeritus.org

Note:

- In case a programme session corresponds with a public holiday, the session would be held on the following weekend.
- Some sessions with faculty and/or industry experts could be rescheduled at a different time, depending on exceptional circumstances

PAYMENT SCHEDULE

Programme Fee INR 65,000 + GST

Instalment Schedule

	Instalment 1	Instalment 2	Instalment 3
Remarks	Within 5 days post selection	Jun 21, 2023	Aug 15, 2023
Fee	INR 10,000 + GST	INR 26,000 + GST	INR 29,000 + GST

Note:

- The actual programme schedule will be announced closer to the programme start.
- GST (currently @ 18%) will be charged extra on these components.
- Postage charges for books and study materials sent to locations outside of India will be paid for by the student.

Last Date to Apply	June 22, 2023
Shortlisted Candidates Will Be Informed by	June 28, 2023
Last Date to Submit the Fee	Within 5 days post selection

Note: Applications will be reviewed based on eligibility and subsequent shortlisting process as laid down by the Programme Coordinator/s.

All fee should be submitted in the IIT Delhi CEP account only, and the receipt will be issued by IIT Delhi CEP account for your records.

APPLICATION REQUIREMENTS

Graduation and Post-Graduation Education:

- Consolidated Graduation Marksheet (All Semester)
- Final year students may submit the marksheets up to the previous semester

ID Proof:

- Any Government-issued photo ID like PAN Card/ Driving License/ Passport, etc.
- Submission of passport-size photo during application is mandatory

SYSTEM REQUIREMENTS

This programme includes online learning classes conducted on Zoom. To attend a online learning class you will need to have a PC/ Laptop/ Mac with:

- Speakers and microphone: built-in or a USB plug-in or wireless Bluetooth
- Webcam: built-in or USB plug-in
- Processor: with Dual Core 2Ghz or higher (i3/ i5/ i7 or AMD equivalent)
- RAM: 4 GB or higher
- OS: Either MacOS 10.7 or higher OR Windows 8 or higher
- An internet connection: Minimum bandwidth of 3.0 Mbps (up/ down)
- Browser: IE 11+, Edge 12+, Firefox 27+, Chrome 30+
- Zoom software client installed on your PC/ Laptop/ Mac

We use the Zoom software application to conduct online learning classes. Zoom works on a variety of PCs/ Laptops/ Mac systems and also on phones and tablets.

You can join your online learning class from a phone or tablet if it supports the Zoom client.

We recommend that you attend classes from a PCs/ Laptops/ Mac.

ABOUT IIT DELHI

The Indian Institute of Technology Delhi (IIT Delhi) is one of the 5 initial IITs established for training, research and development in science, engineering and technology in India. Established as College of Engineering in 1961, the Institute was later declared as an Institution of National Importance under the "Institutes of Technology (Amendment) Act, 1963" and was renamed as "Indian Institute of Technology Delhi". It was then accorded the status of a Deemed University with powers to decide its own academic policy, to conduct its own examinations, and to award its own degrees.

Since its inception, over 48,000 students have graduated from IIT Delhi in various disciplines including Engineering, Physical Sciences, Management and Humanities & Social Sciences. Of these, nearly 5070 received PhD degrees. The rest obtained Bachelor's and Master's Degrees in Engineering, Sciences and Business Administration. These alumni today work as scientists, technologists, business managers and entrepreneurs. There are several alumni who have moved away from their original disciplines and have taken to administrative services, active politics or are with NGOs. In doing so, they have contributed significantly to the building of this nation, and to industrialisation around the world. For more details, please visit: www.iitd.ac.in

ABOUT IIT DELHI - CEP

Executive education is a vital need for the companies to build a culture that promotes newer technologies and solutions and builds a workforce that stays abreast of the rapidly transforming needs to the technological, business and regulatory landscape.

Committed to the cause of making quality education accessible to all, IIT Delhi has launched Online Certificate Programmes under eVIDYA@IITD (ई-विद्या@IITD): enabling Virtual & Interactive-learning for Driving Youth Advancement@IITD for Indian as well as international participants. These outreach programmes offered by the Indian Institute of Technology Delhi (IIT Delhi) are designed to cater to the training and development needs of various organisations, industries, society and individual participants at national and international level with a vision to empower thousands of young learners by imparting high-quality Online Certificate Programmes in cutting-edge areas for their career advancement in different domains of engineering, technology, science, humanities and management. For more details, please visit: <http://cepqip.iitd.ac.in>



APPLY NOW

For registration and any other information,
please get in touch with us at iitd.execed@emeritus.org

For any feedback, please write to CEP IIT Delhi
at contactcep@admin.iitd.ac.in

 [WhatsApp an Advisor On +91 74120 81081*](https://wa.me/917412081081)

*This number does not accept any calls. Please message your queries.



Online Certificate Programmes are offered by the Indian Institute of Technology Delhi under the aegis of Continuing Education Programme (CEP) so that the Institute can realise its vision of serving as a valuable resource for industry and society, and fulfil its mission to develop human potential to its fullest extent so that intellectually capable and imaginatively gifted leaders can emerge in a range of professions.

Programme offered by Continuing Education Programme (CEP), IIT Delhi