

Executive Program in Sales & Marketing (IIMC)

ABOUT THE PROGRAM

The Program is specially designed for individuals wishing to pursue a career in Sales & Marketing. The program provides basic understanding of contemporary approaches to acquiring, retaining and growing business with various stakeholders in the market in an efficient and effective manner. The Program would help participants in developing broad understanding of emerging Sales & Marketing frameworks and their relationships with other business functions to grow in the market and will also focus on 'cutting edge' issues concerning sales and marketing practices including brand, services, distribution channel management and people management issues. The program faculty will focus on synergy between in-field practice and in-class learning. The program would also provide opportunities for specialized focus on Sales Management for Pharmaceutical, Banking and Financial services, FMCG Industries along with Industrial Sales.

Schedule & Duration

Saturday & Sunday 6.45pm – 9.45 pm
1 Year inclusive of 5 days Campus Visit

Who Should Attend

Junior & Middle level executives looking forward to making career in Sales in Pharma, FMCG, Banking & Financial Services, Industrial products etc.

Eligibility

- Applicants should be working professionals/self-employed
- Graduates (10+2+3) in any discipline with min. 50% marks[aggregate - considering results of all years (e.g. 3 or 4 together)] recognized by UGC/AICTE.
- Minimum 2 years of work experience (full-time paid employment) post completion of graduation as on Application Closure Date

Program Directors/ Faculty

Prof. Janakiraman Moorthy & Prof. Ramendra Singh

Important Dates

- Application Closure Date: 5th December 2011

Program Fees

Rs. 150000/-

	For Indian Students	For International Students
Application Fee	Rs. 2,000/-	USD 100/-
Program Fee	Rs. 150000/-	USD 8500
Registration Fee	Rs. 3,375/-	USD 500/-
Campus Fee	Rs. 12500/- + Taxes	Rs. 12500/- + Taxes
Total Fee		

- Program fees are payable online or through DD drawn in favor of "Hughes Communications India Limited".
- Service Tax (@10.3%) Rs. 13905Campus fees will be payable by student directly to "Indian Institute of Management Calcutta".
- Campus fees will be communicated at the time of Induction.
- Fee once paid is neither refundable nor transferable towards any other student/program/batch.