



भारतीय प्रबंध संस्थान कोषिकोड  
Indian Institute of Management Kozhikode  
*Globalizing Indian Thought*

Batch 04

# Master Strategic Sales & New Age Marketing

Professional Certificate Programme in  
**Strategic Sales Management and  
New Age Marketing**

**IIM Kozhikode**



Marketing Partner

jaro education





IIM Kozhikode programmes designed by world-class faculty with their cutting-edge thought leadership and Industry-leading insights empower participants to manage and lead complex business challenges with confidence and informed decision-making ability. Our growing global footprints acknowledged and accredited by leading institutions of the world are a testimony to growth we have achieved in our 28-year journey of academic excellence.

At this juncture, it is also pertinent to share that both the future and past are integral to the path taken by an institution on this journey of excellence. A wide, far-seeing vision is not an indulgence but a necessity to give meaning to our present, providing the institution with a sense of purpose, direction, and imagination. This is why we contemplate what IIM Kozhikode will contribute to India and the world a few decades from now with "Vision 2047:" Globalizing Indian Thought. The institute has set for itself a pre-eminent role with this motto. The sheer scale, scope, and potential impact that India will have on 21<sup>st</sup>-century business makes us believe that this is a legitimate aspiration.

Significantly, in a challenging sales-driven environment, seasonal professionals can foster effectiveness by using well-developed marketing channels to leverage the organization's growth. Pursuing a Professional Certification Programme in Strategic Sales Management and New Age Marketing equips professionals to improve sales through contemporary methods.

*Wishing you all the very best!*

Prof. Debashis Chatterjee  
Director,  
**IIM Kozhikode**





## DRIVE STRONGER SALES AND MARKETING PERFORMANCE ON YOUR MISSION-CRITICAL PRIORITIES



“

Adopt a decision-driven analytics approach to increase the impact of sales analytics. CSO-driven analytics are 2.3 times more likely to achieve higher forecast accuracy and 1.8 times more likely to exceed customer acquisition goals.

Sales organizations that prioritize alignment with marketing are nearly 3x more likely to exceed new customer acquisition targets.

”

### POSSIBLE SCENARIOS AND TRAJECTORIES FOR HOW AI WILL SHAPE SALES

2025

60% of marketing departments will be using some form of GenAI - 2025

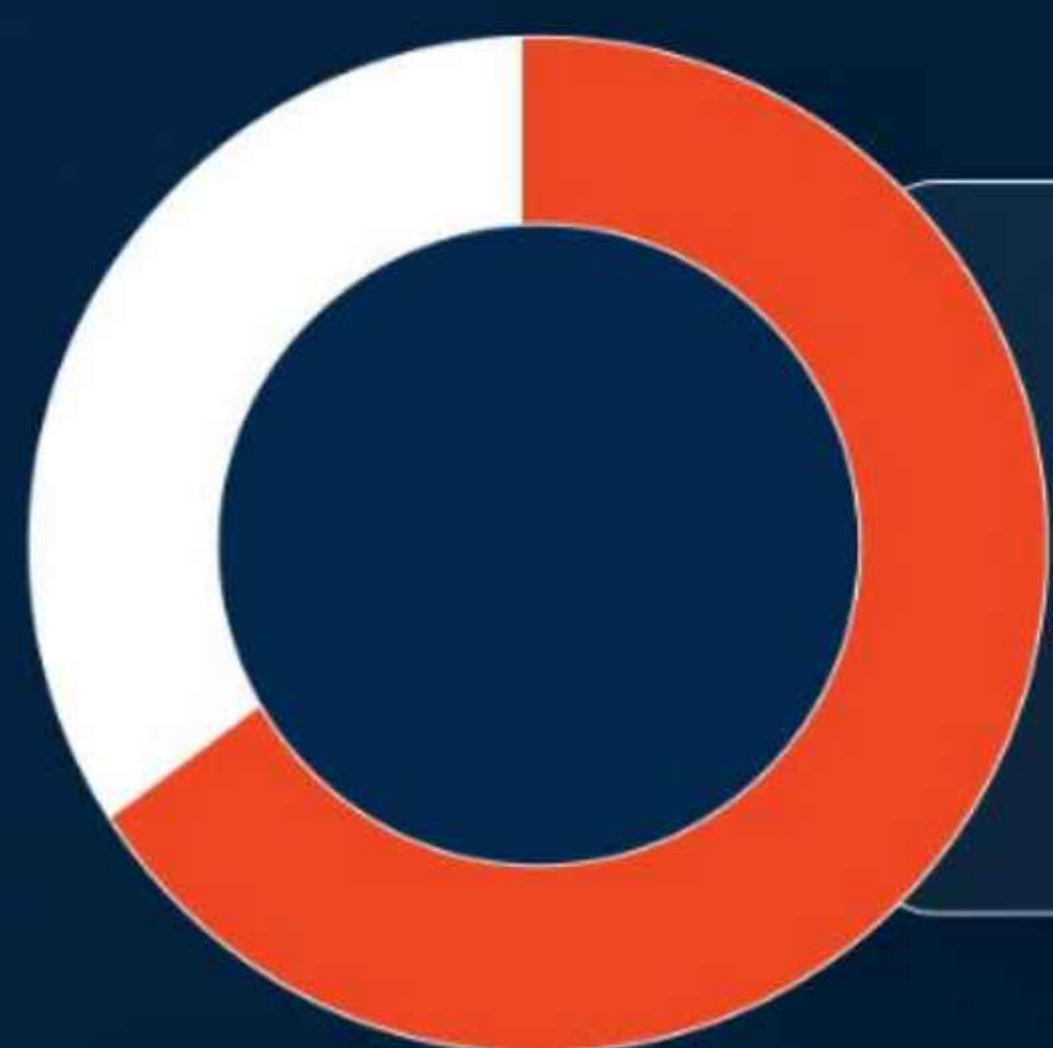
2026

50% time reduction on customer meeting prep will occur in B2B sales organizations using GenAI-embedded sales technologies - 2026

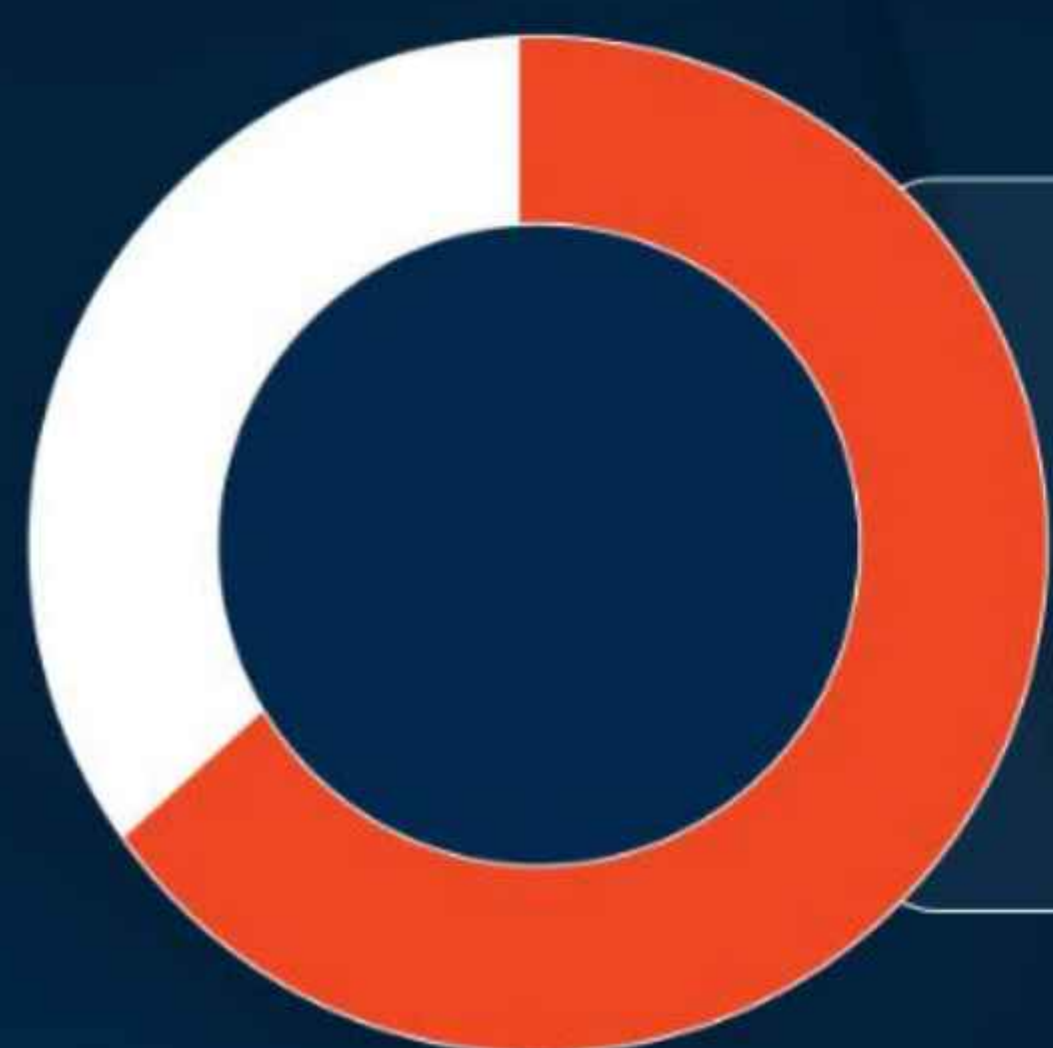
2028

60% of B2B seller work will be executed through conversational user interfaces - 2028

### WHY DO CSOs NEED TO ADAPT THEIR SALES STRATEGY?



**66%** of CSOs struggle to adapt their strategic plans for sudden change.



**65%** of CSOs struggle to shift budget and resources to an emerging priority.

\*Gartner



# FUTURE-FORWARD LEADERSHIP: NAVIGATING INDUSTRY SHIFTS IN SALES & MARKETING



## KEY CHALLENGE

Rapid Tech Evolution (AI, Automation, MarTech)

Shifting Consumer Behavior & Shorter Attention Spans

Data Overload, Limited Insight

Rising Demand for ROI-Driven Execution

Fragmented Digital Ecosystems

Declining Organic Reach & Escalating Ad Costs

Trust Deficit & Data Privacy Concerns

## WAY FORWARD TO PIVOT CAREER GROWTH

Upskill in AI-driven marketing, CRM automation, and data science. Earn globally recognized certifications (e.g., HubSpot, Salesforce, Google AI).

Master performance marketing, behavioral psychology, omnichannel personalization, and user journey optimization.

Build proficiency in analytics platforms like Power BI, GA4, and Tableau. Focus on converting raw data into actionable insights.

Learn growth marketing frameworks, CAC-to-LTV modeling, and unit economics. Highlight outcomes using measurable KPIs.

Develop strategic thinking for digital ecosystem integration—SEO, social, automation, content. Gain hands-on experience with APIs and CDPs.

Shift to content-led growth: leverage influencer collaborations, UGC, community building, and SEO-backed storytelling.

Stay current on privacy regulations (GDPR, CCPA). Build your positioning as an ethical, privacy-first marketer.



Limited Exposure to  
Leadership Roles

Skill Redundancy from  
Platform Changes

Overdependence on  
Paid Channels

Drive cross-functional initiatives. Build executive presence through thought leadership on LinkedIn, public speaking, or micro-consulting.

Embrace continuous learning via micro-courses (Reforge, CXL), peer mentoring, and hands-on experimentation.

Create balance: focus on organic, referral, partnership, and retention strategies—like lifecycle marketing, loyalty programs, and email flows.





# CAREER ROADMAP FOR FUTURE-FOCUSED SALES & MARKETING LEADERS



Career Stage	Typical Roles	Core Responsibilities	Skill Development Focus
Early Career (0–3 Years)	<ul style="list-style-type: none"><li>Digital Marketing Executive</li><li>Sales Associate</li><li>Social Media Coordinator</li></ul>	<ul style="list-style-type: none"><li>Execute campaigns</li><li>Manage platforms (Google Ads, Meta, etc.)</li><li>Basic reporting &amp; lead support</li></ul>	<ul style="list-style-type: none"><li>Certifications (Google Ads, HubSpot)</li><li>Basics of Google Analytics (GA4)</li><li>CRM tools (e.g., Salesforce)</li></ul>
Mid-Level (3–7 Years)	<ul style="list-style-type: none"><li>Digital Marketing Manager</li><li>Growth Strategist</li><li>Performance Marketing Lead</li><li>Inside Sales Manager</li></ul>	<ul style="list-style-type: none"><li>Own marketing/sales channels</li><li>Optimize conversion funnels</li><li>Manage budgets &amp; teams</li></ul>	<ul style="list-style-type: none"><li>Funnel building</li><li>Campaign strategy</li><li>SEO/SEM</li><li>Email marketing &amp; automation</li><li>Team leadership</li></ul>
Senior-Level (7–12 Years)	<ul style="list-style-type: none"><li>Head of Digital Marketing</li><li>Growth Marketing Lead</li><li>Sales Strategy Manager</li><li>MarTech Lead</li></ul>	<ul style="list-style-type: none"><li>Design go-to-market (GTM) strategies</li><li>Oversee marketing analytics &amp; automation</li><li>Align sales/marketing</li></ul>	<ul style="list-style-type: none"><li>Strategic planning</li><li>Cross-functional collaboration</li><li>MarTech stack mastery</li><li>People leadership</li></ul>
Leadership (12+ Years)	<ul style="list-style-type: none"><li>VP of Marketing</li><li>Director of Digital Sales</li><li>Chief Marketing Officer (CMO)</li><li>Chief Growth Officer</li></ul>	<ul style="list-style-type: none"><li>Shape business strategy</li><li>Lead high-impact teams</li><li>Manage P&amp;L &amp; investor communications</li></ul>	<ul style="list-style-type: none"><li>Executive presence</li><li>Business strategy</li><li>Innovation management</li><li>Large-scale transformation</li></ul>



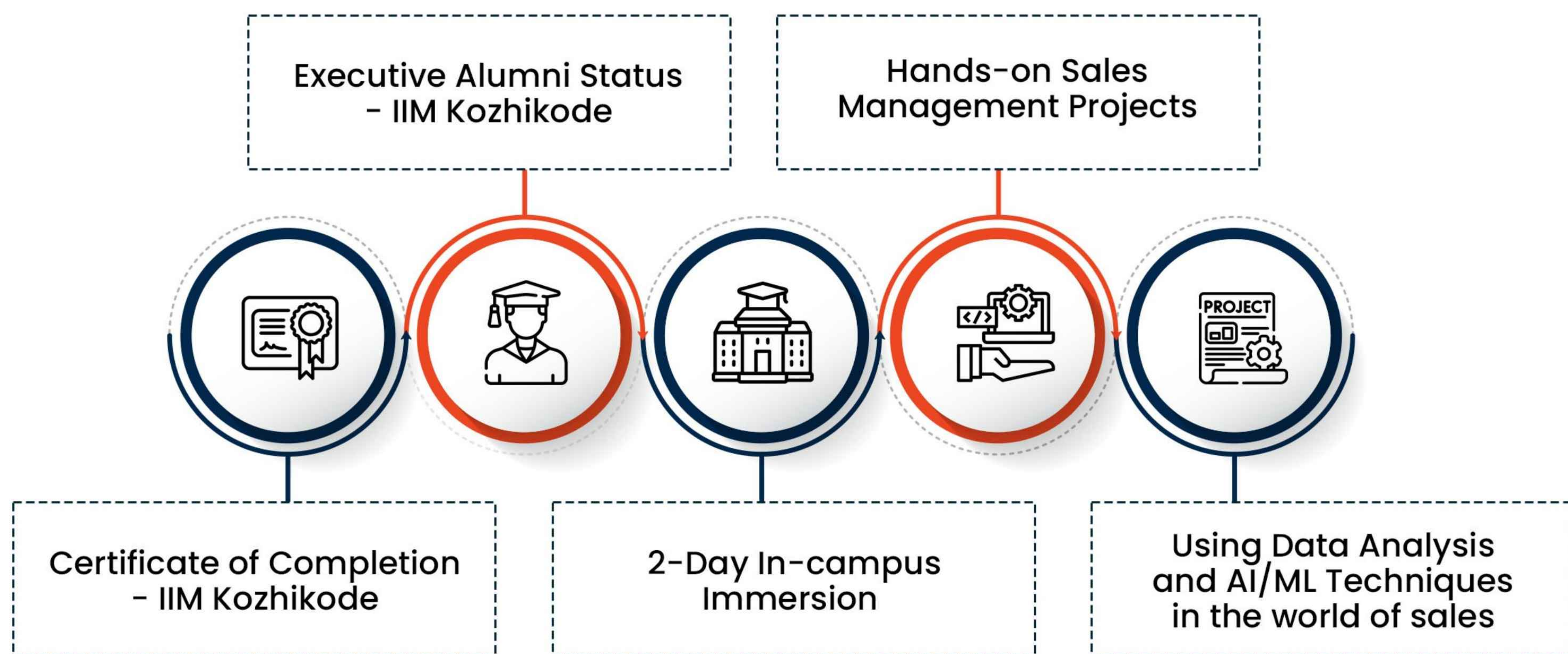


In today's ever-changing business ecosystem, forward-thinking leaders must adeptly maneuver through shrinking dynamics, leveraging contemporary marketing methodologies for sustainable growth. Elevate your sales leadership prowess, propelling your organization's revenue through cutting-edge marketing strategies. The Professional Certificate Programme in Strategic Sales Management and New Age Marketing, curated by IIM Kozhikode, propels professionals towards excellence in the realm of sales and marketing. This programme is meticulously crafted to empower visionary revenue leaders in sales and marketing, equipping them with the adeptness to navigate the ever-shifting business terrain. As Prof. Craig Wortmann famously said, "Nothing happens until something gets sold." This programme addresses the challenges faced by sales managers in enhancing team performance amidst rapid changes. By leveraging modern marketing strategies, participants gain a competitive edge and contribute significantly to organizational growth. Thus, it transforms experienced professionals into formidable sales and marketing leaders.





## PROGRAMME HIGHLIGHTS



## LEARNING OUTCOMES

- ▶ Transforms you into a better salesperson and an excellent sales leader
- ▶ Acquire a key understanding of New Age Marketing tools and techniques
- ▶ Gain holistic capability to resolve various sales-related problems
- ▶ Exposure to scalable strategic sales management techniques





## MODULE 1

### Foundational Concepts in Marketing

- ▶ Marketing, STP
- ▶ Understanding Consumers
- ▶ Channel design and Conflict
- ▶ Brand Management
- ▶ Pricing
- ▶ Basic Data Analytics
- ▶ Financial Statement Analytics
- ▶ Sales Analytics

## MODULE 2

### New Age Marketing & Analytics

- ▶ Digital Marketing
- ▶ Social Media Marketing
- ▶ Social Media Analytics
- ▶ Managing Digital Channels

## MODULE 3

### Selling I

- ▶ Prospecting and Qualifying Leads
- ▶ B2C and S.P.I.N Selling Models
- ▶ Storytelling
- ▶ Negotiation
- ▶ Closing

## MODULE 4

### Selling II

- ▶ Opinion Leaders & Influencer Strategies
- ▶ Digital Selling
- ▶ AI and ML for Sales
- ▶ Pipeline Management
- ▶ Sales Forecast Models
- ▶ Key Account Management
- ▶ Account-Based Management



## MODULE 5

### Sales Management

- ▶ Recruitment and Selection
- ▶ Targets and territorialization
- ▶ Performance Evaluation & Compensation
- ▶ Talent Management

## MODULE 6

### Leading the Sales Organization

- ▶ Leading the Sales Force
- ▶ Managing Teams
- ▶ Strategic Sales Management
- ▶ Building a Winning Sales Culture

## IN-CAMPUS MODULE

- ▶ Positivity and Sales
- ▶ Simulation- Leading a Sales Organization
- ▶ Capstone Project



## PEDAGOGY

Live Lectures



Case Discussions



Simulations



Case Analysis



Hands-on Exercises



Assessments



Quizzes



Projects





# PROGRAMME DETAILS



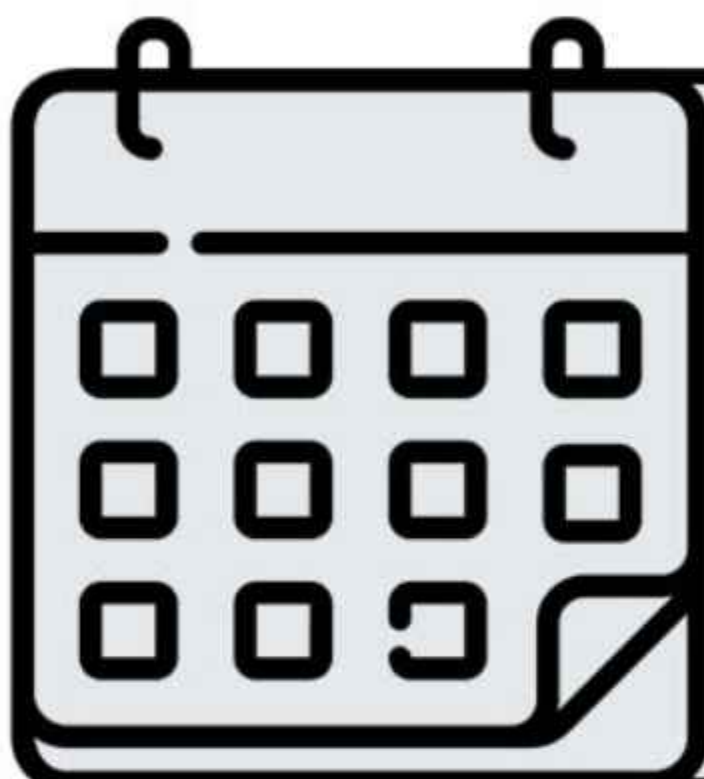
• Duration

• 10 Months

• Delivery

• Direct to Device (D2D)

Session Timings- Sunday, 10.00 AM to 1.00 PM



Application Closure Date | 31<sup>st</sup> August 2025

Commencement Date | 14<sup>th</sup> September 2025

# PROGRAMME FEE DETAILS



## FEE STRUCTURE

Application Fee: INR 2,000/- + GST

**Total Programme Fee: INR 2,40,000/- + GST**  
(exclusive of Application Fee)

## INSTALMENT PATTERN

Booking Amount	INR 80,000/- + GST	5 days from the date of offer release
Instalment 1	INR 80,000/- + GST	5 <sup>th</sup> December 2025
Instalment 2	INR 80,000/- + GST	5 <sup>th</sup> March 2026



# ELIGIBILITY CRITERIA



## QUALIFICATIONS

### For Indian Participants

- ▶ Graduates (10+2+3) or Diploma Holders (only 10+2+3) from a recognized University (UGC/AICTE/DEC/AIU/State Government) in any discipline.

### For International Participants

- ▶ Graduation or equivalent degree from any recognized University or Institution in their respective country.

## EXPERIENCE

- ▶ Minimum of 04 years overall experience in Marketing & Sales function or at least 5 years of work experience in business enterprises in a managerial position.

## ADMISSION SELECTION CRITERIA

- ▶ Selections will be based on a detailed Profile of the Candidate in his own words elaborating his Academic record, Profile, Designation, Salary, Roles, Responsibilities, Job Description, and a write-up on "Expectations from the Programme".

# ASSESSMENT AND EVALUATION



- ▶ The participants will have to secure the minimum pass marks in the respective evaluation components. Participants, who successfully complete the same and satisfy the requisite attendance criteria, will be awarded a 'Certificate of Completion'.
- ▶ Participants who are unable to clear the evaluation criteria but have the requisite attendance will be awarded a 'Participation Certificate.'
- ▶ There will be periodic evaluations built in throughout the duration of the course. These may be in the form of quizzes, assignments, and/ or projects. The evaluations are designed to ensure continuous participant engagement with the course and encourage learning.



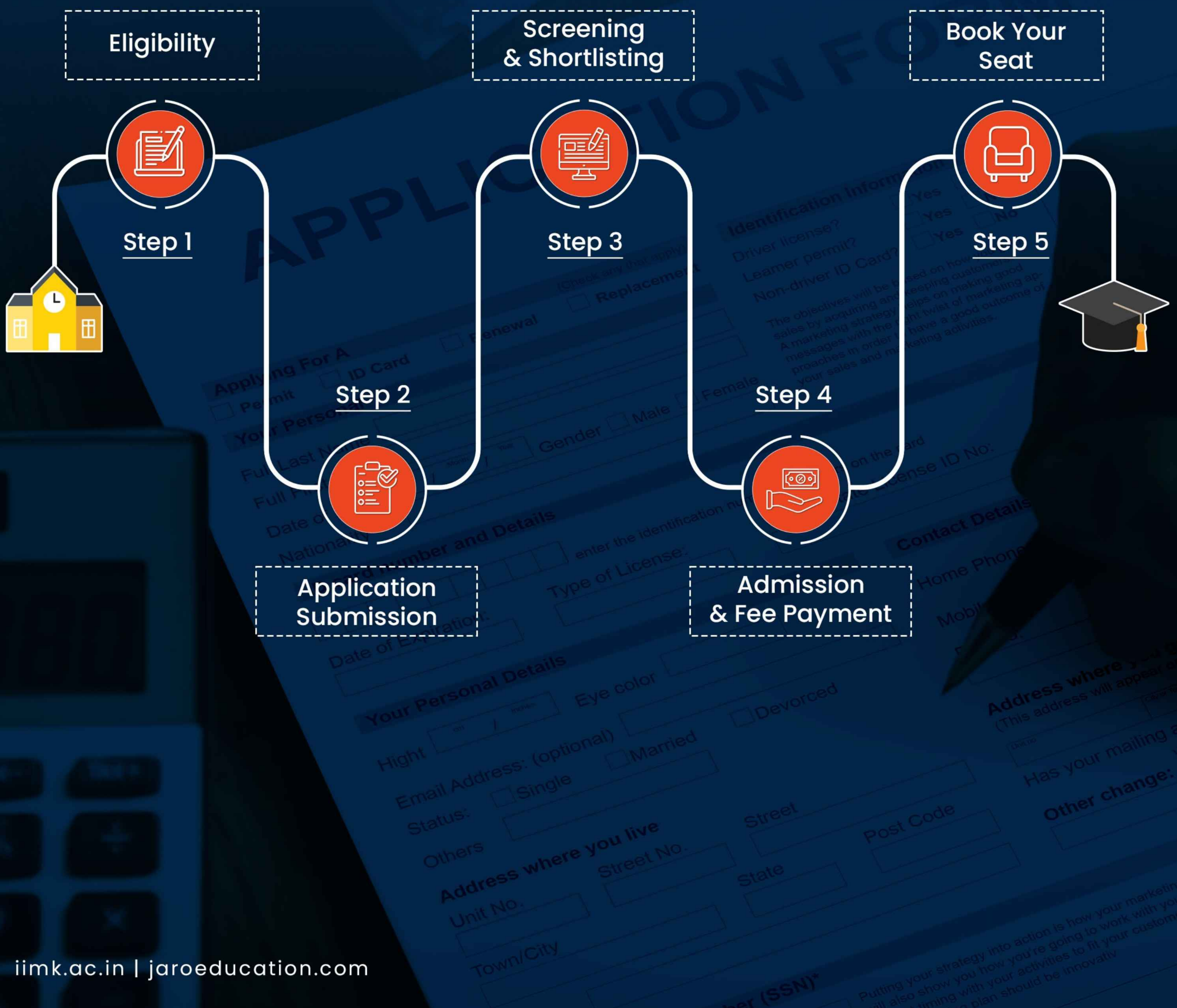
## ATTENDANCE CRITERIA

- ▶ A minimum of **75% attendance** is a prerequisite for the successful completion of this programme.

### Note

- The eMDP programmes are designed to deliver a comprehensive learning experience with a focus on the total number of instructional hours as per the programme structure. While the programme is typically planned over a specific duration, the actual duration may vary depending on the completion of the required instructional hours. This ensures that the quality and content of the programme remain intact, irrespective of the time taken for its completion.
- The 120-hour programme is designed to span 10 months.
- In case only the Valedictory function is attended, the expenses for it will be separate. These details will be communicated at a later stage, and participants will be required to pay these charges independently.

## ADMISSION PROCESS





## CERTIFICATION

- ▶ Participants who successfully meet the evaluation criteria and satisfy the requisite attendance criteria will be awarded a '**Certification of Completion**' by IIM Kozhikode.
- ▶ Participants who are unable to clear the evaluation criteria but have requisite attendance will be awarded a '**Participation Certificate.**'



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**Indian Institute of Management Kozhikode**

eMDP  
Professional Certificate Programme

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This is to certify that

**Name**

participated and successfully completed the programme  
**Strategic Sales Management and New Age Marketing**  
(MM DD YY - MM DD YY)

Programme Facilitators

Chairperson - MDP

Director

## IIM KOZHIKODE EXECUTIVE ALUMNI STATUS

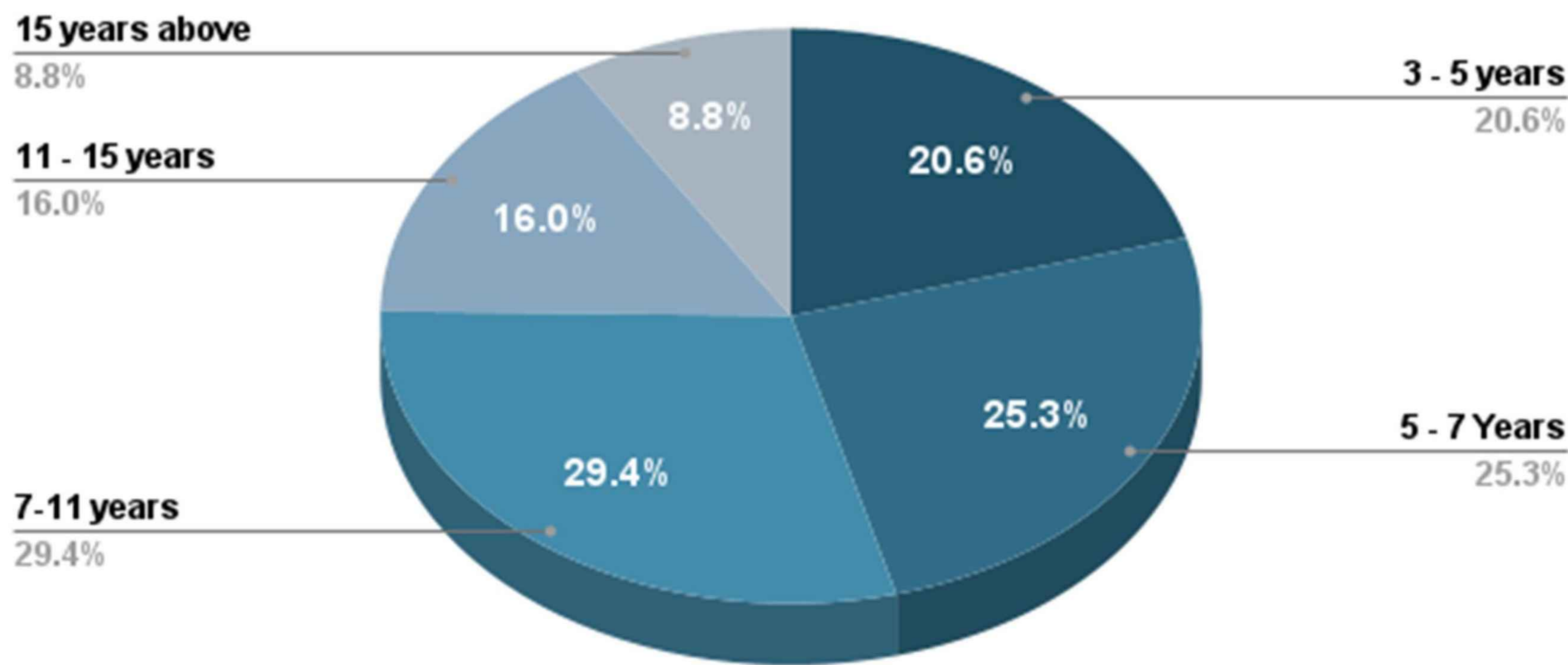
- ▶ On successful completion of the programme, participants will be eligible for the prestigious IIM Kozhikode executive Alumni status. These participants will subsequently receive the alumni registration details from IIM Kozhikode.

Note: The executive alumni benefits are subject to the discretion of IIM Kozhikode.

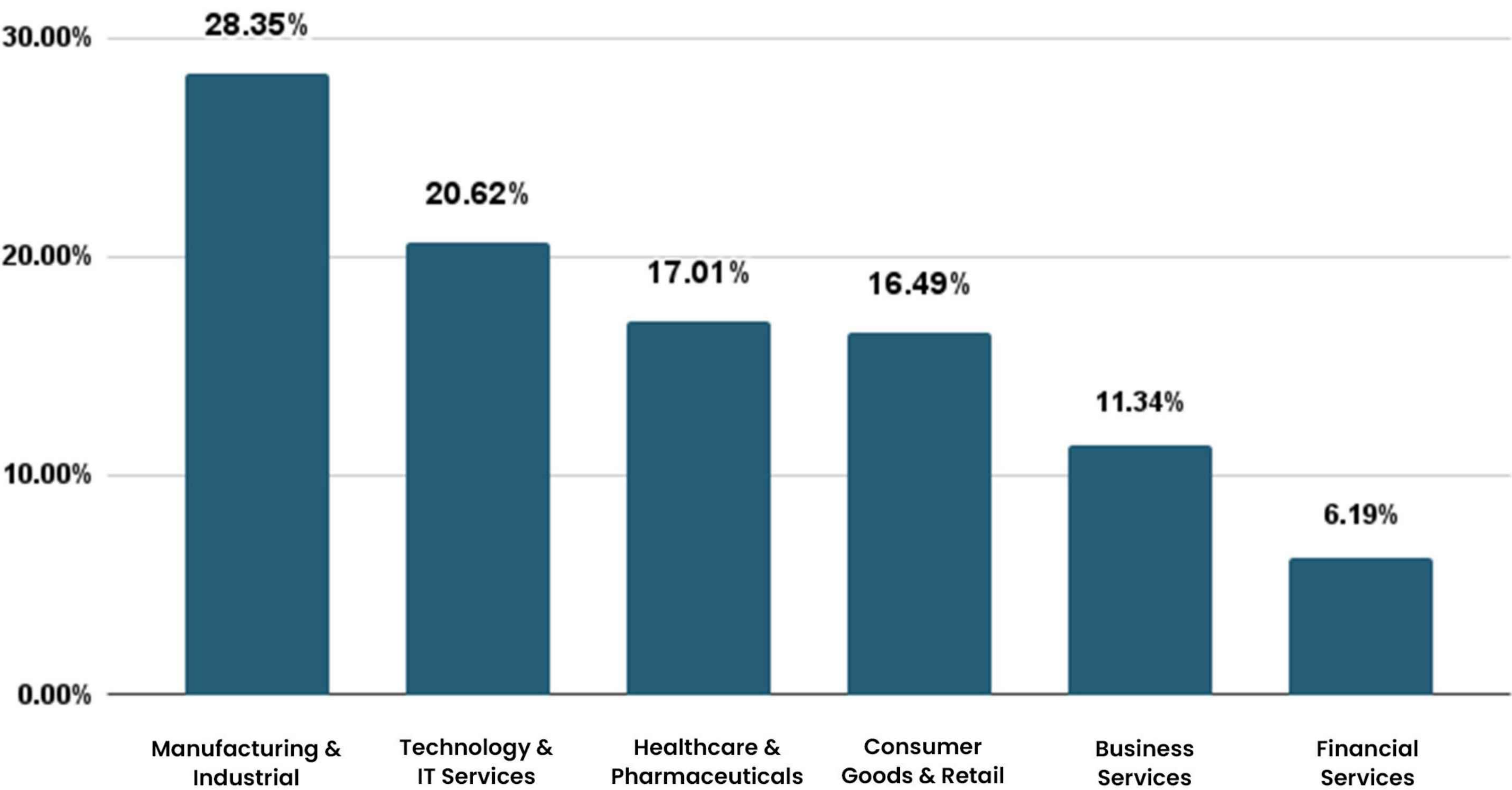




WORK EXPERIENCE



INDUSTRY WISE BIFURCATION





## RECENT BATCH ANALYSIS

### Top Profiles of our Alumni

- Founder
- CEO
- Managing Director
- Chief Business Officer
- Head of Sales
- Country Sales Manager
- Regional Head
- Deputy General Manager
- Senior Manager
- Territory Manager
- Business Development Manager

### Top Companies where our alumni are working at:



#### Note:-

- Past performance records do not guarantee any future opportunities.
- All company names are trademarks or registered trademarks of their respective holders. Use of them does not imply any affiliation with or endorsement by them.
- The list is partial.



## HEAR FROM THE PARTICIPANT



### **MR. SHIBU GOVINDAN SATHYAN**

**Sr ASM, Becton Dickinson India Pvt Ltd.**

Completing the Strategic Sales Management and New Age Marketing Programme at IIM Kozhikode has been transformative for my professional growth. The programme has enhanced my skills and given me a new perspective in my role as Sr ASM at Becton Dickinson India Pvt Ltd. The guidance and resources from Jaro Education have been outstanding. This programme is perfect for anyone seeking career growth.



# INSPIRING GLIMPSE FROM A PREVIOUS BATCH'S IMMERSION







### **Prof. Aishwarya Ramasundaram**

Assistant Professor, Marketing Management, IIMK

Prof. Aishwarya Ramasundaram is an Assistant Professor of Marketing at the Indian Institute of Management, Kozhikode. She completed her Ph.D. at the Indian Institute of Management, Bangalore. She has presented her research at conferences such as the Association for Consumer Research Conference, Yale China-India Insights Conference and the North American Society for Management Education in India Conference (NASMEI). She has won the Aim-Sheth grant for her thesis research and the best reviewer award at the IMR doctoral conference. She teaches Sales and distribution management, consumer behaviour and business models for the digital economy.



### **Prof. G. Sridhar**

Professor, Marketing Management, IIMK  
Fellow Programme in Rural Management from Institute of Rural Management, Anand  
Ph.D. from Kakatiya University

Prof. G. Sridhar is currently a Professor (Marketing Area) at Indian Institute of Management, Kozhikode. He has a double doctorate, one from Kakatiya University, Warangal and another from the Institute of Rural Management, Anand (IRMA). His primary research and training interests are sales, and management. He published research papers in reputed international journals and trained several salespeople and managers.



## ABOUT IIM KOZHIKODE



Times B-School  
Rankings 2025



NIRF India Rankings,  
(Management) 2024



#70 in Global Rank,  
Financial Times Open  
Enrolment Rankings 2024



Started in 1997 with its Post Graduate Programme (PGP), the Indian Institute of Management Kozhikode (IIMK) is on a high growth trajectory today, offering a wide range of academic programmes in the field of management education. These include the Fellow Programme in Management, Executive PG Programmes, Management Development Programmes and Faculty Development Programmes. IIMK set up a Satellite campus at Infopark, Kochi, in 2013 dedicated to Executive Education. IIMK also has the unique distinction of launching a PhD (Practice Track) programme for working professionals besides bringing in new dynamic programmes such as the one-year Post Graduate Programme in Business Leadership (2019) MBA in Finance and MBA in Liberal Studies & Management (2020). The institute is also home to IIMK LIVE a first-of-its-kind startup incubation programme and the Indian Business Museum.

IIMK is ranked 3<sup>rd</sup> as per NIRF India Rankings 2024: Management. The institute also features regularly among top global institutes for its flagship MBA (PGP) and EMBA programme (EPGP) in the QS World University Rankings. The institute has leapfrogged 100 spots to be placed in the Top 151-200 Institutes in Business & Management Studies globally, as per the QS World University Rankings by Subject 2024. IIM Kozhikode is also globally accredited by EQUIS (EFMD) and AMBA (UK).

IIM Kozhikode also made its debut in the prestigious Financial Times Rankings in 2023 and was recently ranked #70 among the top 80 open-enrolment executive programme providers globally for the year 2024. The feat has further consolidated the 28-year IIMs footing in an exclusive list of the foremost providers of executive education in the world. Marking a significant achievement, the institute has risen 9 spots for its full-time MBA programme in the FT Masters in Management (MIM) Rankings, from Rank #77 in 2023 to an impressive global Rank #68 in 2024, reaffirming its standing among the world's top institutions. IIM Kozhikode has successfully delivered close to 1300 MDP programmes over the past two decades, training more than 41,000 participants from 150+ organizations, which also includes several Fortune 500 companies in the process.





## Resume Building

Our service comprises the meticulous creation and refinement of resumes, aligning them with corporate standards to ensure they reflect your skills and achievements. Through expert resume optimization, we enhance your professional narrative and craft an ATS-friendly resume to stand out in a competitive landscape.

## LinkedIn Profile Optimization

We offer tailored suggestions for elevating your LinkedIn profile, strategically designed to maximize visibility and foster meaningful connections with industry leaders. Our approach ensures that your online presence resonates with the professionalism and expertise that defines your career trajectory.

## Career Enhancement Sessions

Our exclusive Jaro Connect platform provides corporate engagements with access to immersive bootcamps and masterclasses on the latest industry trends, led by esteemed experts. This empowers the participants to stay abreast of evolving market dynamics while honing their professional competencies, ensuring they thrive in today's fast-paced business environment.

**Note:** IIM Kozhikode and Jaro Education do not guarantee or promise employment or career advancement in your existing position. Career services are offered solely as a resource to help you proactively manage your career. These services are provided by Jaro Education. IIM Kozhikode is not involved in any way with the career services described above and makes no commitments regarding their outcomes.





## ABOUT JARO EDUCATION

**3,50,000+**  
Career Transformed

**150+**  
Programs from  
Diverse Domains

**30+**  
World's Leading  
Academic Partners

**23+**  
Learning Centres across  
India, USA & Singapore

**20+**  
Top NIRF Ranked Indian  
Institutes & Universities

**10+**  
Top QS Ranked Global  
Institutes & Universities



e-India Awards

The Best ICT Enabled  
Higher Education  
Institute Award



Educational  
Excellence Awards

Most Innovation &  
Successful online MBA  
Program in India



MODI Awards

Outstanding  
Contribution in Online  
Education



ABP Education  
Awards

Best Digital Learning  
Innovation Award



World HRD  
Congress

National Best  
Employer Accolade



World HRD  
Congress

Edtech Leadership  
Awards



Outlook Business Icon  
Awards 2023

India's Most Trusted  
Online Higher Education Company



The Business  
Awards 2024

Leading Edtech Company  
of the Year

Jaro Education is an online higher education company that specialises in executive education, serving as a liaison between the world's leading universities and institutes to create online and technology-driven programmes. The company provides a quality bucket of online executive education programmes catering to domains such as Doctorate & PhD, Analytics & Data Science, Management, Finance, etc., from renowned national and international institutions to meet the needs of working professionals. Our goal is to foster the growth of entrepreneurs and professionals at all levels, from entry-level to C-Suite, through world-class executive education programmes.



jaro education

# Contact *With*

Our Admission Representative Now!

## **JARO EDUCATION'S PROGRAMME EXPERT**

**MR. Anand Krishnan**

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✉ an@jaro.in

🌐 [www.jaroeducation.com](http://www.jaroeducation.com)



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## **JARO EDUCATION'S PRESENCE**

Ahmedabad | Bangalore | Chennai | Delhi/NCR | Hyderabad | Jaipur  
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