



# INDIAN INSTITUTE OF MANAGEMENT CALCUTTA



## BUSINESS-TO-BUSINESS (B2B) MARKETING



**Programme Directors: Prof. Ritu Mehta &  
Prof. Prashant Mishra**



**Programme Dates: February 24 - 28, 2025**



**Programme Venue: MDC, IIM Calcutta**

# INTRODUCTION

The unique dynamics of the B2B transactions make it important for firms to understand the emerging challenges and opportunities for B2B marketers. Organizations buying the product are highly knowledgeable and in such circumstances building good relationship with customers can bring competitive advantage. Similarly, brand building can help to drive profits in an ever-increasing competitive scenario. This programme will enable managers to understand all these issues including selection of target market, managing communication, pricing, and distribution in a B2B context. The programme will also expose participants to contemporary issues like role of digital marketing in B2B context.

## OBJECTIVES

- Understand frameworks for determining target market and differentiation.
- Recognize different conditions for determining pricing and distribution decisions.
- Handling key accounts.
- Understanding the importance of value creation and communication.
- Improved ability to manage customer relationship.



## KEY TOPICS

- Understanding industrial buying behavior
- Developing professional approach to selling
- Key Account Management
- Brand building in business markets
- Launching new industrial products
- Value creation and communication
- Managing pricing of industrial goods
- Role of digital marketing
- Channels management



## PEDAGOGY

- Lectures
- Case Discussions
- Videos
- Group Exercises



## WHO MAY ATTEND

Mid to senior-level managers inclined to enhance their proficiency in B2B marketing; Sales, Marketing, Brand and Product Managers operating in B2B space.



## PROGRAMME DIRECTORS

**Dr. Ritu Mehta** is a Professor in the Marketing Group of Indian Institute of Management Calcutta. She obtained her PhD from the Indian Institute of Technology Kanpur. Prior to her PhD, she has a B. Tech in Chemical Engineering from L.D. College of Engineering, Ahmedabad and MBA in Marketing from Nirma University's Institute of Management. Prior to joining academia, Ritu worked in consumer-packaged goods companies in diverse sales and marketing roles. Her research interests include, among others, retailing, consumer behavior, sales promotions, green marketing, and role of gender in consumption and decision making. Her research has been published in journals such as Journal of Marketing Management, International Journal of Consumer Studies, Journal of Retailing and Consumer Services, International Journal of Retail & Distribution Management, Journal of Research in Marketing and Entrepreneurship, and Decision. She has presented her work at leading international conferences. She has taught in a wide variety of executive programmes. She has also developed several teaching cases with Ivey Publishing. Ritu's teaching interests include marketing strategy, marketing research, pricing, and services marketing.





**Dr. Prashant Mishra** is a Professor in Marketing area at IIM Calcutta. His research interests include Sales & Marketing Processes, Consumer Psychology, Digital Marketing and Sustainability. In Executive education, he has led, designed and delivered learning and development initiatives for Business Leaders, Mid-level Sales and Marketing leaders, Unit Heads for more than 50 organisations both in Public and Private sectors. Some salient initiatives were for leading Indian FMCG, Telecom, Banking, Insurance, Pharmaceutical and Energy (including Oil & Gas, Power) and IT Firms. He has also conducted programmes for Senior Management Professionals with International learning component and has led several senior business executive delegations across the globe for interactions with the Corporate Headquarters, Policy Research Institutions, Local Nodal Ministries, Local Industry Associations and Chambers of Commerce, Manufacturing Units of Leading Firms, International multilateral institutions such as WTO, UN, ILO, EU, OPEC, etc. His recent consulting engagements have been mostly on building customer-centric processes, marketing audit, creating new brand and brand strategy, sales process mapping and facilitating strategy planning in leading Indian conglomerates.



## PROGRAMME DETAILS

- Programme Commencement:** 9:00 AM on February 24, 2025
- Programme Conclusion:** 2:00 PM on February 28, 2025
- Accommodation:** For Residential participants, on single occupancy
  - **Check-in:** February 23, 2025 (6:00 PM onward)
  - **Check-out:** February 28, 2025 (2:00 PM)



## PROGRAMME FEES

- Residential (R):** ₹ 1,35,000/- plus taxes and surcharges as applicable.
- Non-Residential (NR):** ₹ 1,25,000/- plus taxes and surcharges as applicable.

We would strongly encourage candidates to enroll as Residential participants, as the experience of an MDP is optimized in a full-immersion mode.

### Discount on Programme fees:

A discount of 10% on the Programme fees can be availed by an organization if it nominates at least 4 participants for a particular MDP.



## TERMS & CONDITIONS

- Participants would have to make their own travel arrangements.
- Accommodation at IIM Calcutta will be provided till 2:00 PM on the last day of the Programme. Participants who may wish to stay beyond this time will have to check with the CMDP Office for room availability, and associated charges. IIM Calcutta does not provide any family accommodation.
- Cancellation Policy: In case you/your nominated candidate(s) does(do) not attend the programme, 40% of the programme fees will be retained, as per policy.
- Executive Education Alumni: With effect from April 01, 2017, participants of IIM Calcutta's 'Open' MDPs who attend 20 days of learning through two or more Open MDPs will be eligible to apply for 'Executive Education Alumni of IIM Calcutta' status.



## HOW TO APPLY

- You can apply/nominate your personnel by clicking on the “Apply Now” link corresponding to the particular MDP, as appearing on our online calendar available at: <https://iimcal.ac.in/mdp/mdp-calendar>
- Once the candidature(s) is (are) approved, the sponsoring authority or participant (in case of self-nomination) will be intimated over email along with a Proforma Invoice seeking programme fees in advance.
- Programme fees can be remitted online through Electronic Fund Transfer (NEFT/RTGS).
- Upon remitting the fees online, kindly intimate CMDP office with the UTRNo./relevant transaction details through email, so that we can connect your remittance to your nomination(s). Please note that confirmation of participation is subject to receipt of Programme fees by CMDP Office before commencement of the MDP.

## IIM CALCUTTA'S ACCREDITATIONS AND RANKINGS

- Triple accreditations by AACSB (Association to Advance Collegiate Schools of Business), AMBA (Association of MBAs) & EQUIS.
- IIM Calcutta is the only B school in India to be a member of CEMS, a global alliance of leading business schools, multinational companies and NGOs
- IIM Calcutta's MBA programme has been ranked 60th and MBA-Ex programme 76th in Financial Times Global rankings, 2023. In Domestic rankings, the Institute has secured 1st position in both BT-MDRA and Fortune India Best B-School Survey 2023



Our correspondence address is as follows:

CMDP Office

Management Development Centre (MDC)

Indian Institute of Management Calcutta, Diamond Harbour Road, Joka, Kolkata - 700 104

Phone: **Board** +91 33 7121 6000-01, #6012, 6016 | **Direct** +91 33 7121 6016

Email: [program\\_mdp@iimcal.ac.in](mailto:program_mdp@iimcal.ac.in) | Weblink: <https://www.iimcal.ac.in/mdp/mdp-calendar>

**For all other details on administrative matters please refer to the ‘Guidelines for Participants’ on our website or e-mail to [program\\_mdp@iimcal.ac.in](mailto:program_mdp@iimcal.ac.in)**