STRATEGIC MARKETING FOR START-UPS

ONLINE 2-DAY CERTIFICATION COURSE
ONLINE TRAINING PROGRAMME
ON
STRATEGIC MARKETING FOR START-UPS

22 - 23 August, 2020
FEE- Rs. 3000+18% GST=Rs. 3540/-
10.30 AM to 05:15 PM
FOR REGISTRATION & FEE DEPOSIT PLEASE LOG ON : www.niesbud.nic.in (Forthcoming Programs)
FOR FURTHER DETAILS, PLEASE CONTACT
Ms.Rekha Bhardwaj
Programme Director
E-mail ID: rekha.bharadwaj@gmail.com
Mob:9810525583

The National Institute for Entrepreneurship and Small Business Development
(Ministry of Skill Development and Entrepreneurship)
Govt. of India

Mr.Sunil Taneja,
Programme Officer & Administrative Officer (I/c)
E-mail Id: suniltaneja@niesbud.gov.in,
Mob. No.9871675533

Mr.Avijit Choudhary,
Programme Coordinator
Email id: avijitmgr01@gmail.com,
avijit@niesbud.gov.in,
Mob no: 9968454040
The National Institute for Entrepreneurship and Small Business Development is a premier organization of the Ministry of Skill Development and Entrepreneurship, engaged in training, consultancy, research, etc. in order to promote entrepreneurship and Skill Development. The major activities of the Institute include Training of Trainers, Management Development Programmes, Entrepreneurship-cum-Skill Development Programmes, Entrepreneurship Development Programmes and Cluster Intervention. NIESBUD has provided training to 12,24,433 persons as of March 31, 2020 through 46,438 different training programmes since inception. This includes 5,011 international participants hailing from more than 145 countries throughout the globe.
In the present business scenario, Marketing has emerged as one of the strongest disciplines. It encompasses a wide range of functional components viz. Product Planning, Customer Segmentation, Branding, Promotional tools and techniques, Relationship Management etc.

Strategic Marketing is imperative for ensuring the viability of the Entrepreneurial Initiatives. Hence it is essential not only for the Entrepreneurs but also for the EDP Trainers, Entrepreneurial Extension Functionaries, the Development Officials, and all other stakeholders of a budding enterprise to develop conceptual clarity on the different dimensions of strategic marketing.

Keeping this in mind we are gearing up to develop a huge pool of facilitators from both Government as well as Private Sector who would in turn facilitate the entrepreneurs to promote their products successfully in a ferociously competitive market dynamics.

In programme we shall facilitate the trainees/participants to achieve conceptual clarity regarding the subtleties and intricacies of Marketing with special emphasis on the strategic tools and techniques.

On behalf of NIEBUD we expect that sustainable implementation of this training program will in turn generate a band of competent Entrepreneurial Extension Functionaries, entrepreneurs equipped with conceptual depth regarding marketing strategies as well as tools and techniques.
PROGRAM SCHEDULE

DAY 1

First Half:
- Marketing Mix - 4 basic pillars of any marketing strategy:
  - product, price, place, and promotion.
  - Product Selection
  - Competitor Appraisal
  - Strategic Market Segmentation

Second Half:
- Brand & Brand Loyalty
- Brand Positioning Strategies
- Brand Image & Brand Personality

DAY 2:

First Half:
- Integrated Marketing Communication (ATL, BTL & TTL):
  - Advertising
  - Public Relations
  - Events & Promotion
  - Direct Sales & Marketing
  - Promotional
  - Materials – Visual Merchandise, POP, etc.

Second Half:
- New Media - Digital Marketing
- Marketing During the Coronavirus
Online Registration and Payment Options:

http://niesbudtraining.org/Programs/Default.aspx?ProgramID=1386

CONTACT PERSONS:
1) Ms.Rekha Bhardwaj,
   Advisor : E-mail ID: rekha.bharadwaj@gmail.com (Mobile : 9810525583)
2) Mr.Sunil Taneja,
   Programme Officer & Administrative Officer (I/c)
   E-mail Id: suniltaneja@niesbud.gov.in, Mob. No.9871675533

3) Mr.Avijit Choudhary, Programme Coordinator
   MailId:avijitmgr01@gmail.com,avijit@niesbud.gov.in,9968454040