



INDIAN INSTITUTE OF MANAGEMENT
INDORE



IIMI
FDP

Faculty Development Programme Contemporary Topics in Marketing Management March 1-12, 2021 (Online Mode)

About FDP: Indian Institute of Management Indore (IIM Indore) is committed to providing research and teaching skill enhancement programmes for fellow faculty of business schools in India. The Faculty Development Programmes (FDP) at IIM Indore are carefully designed to bridge the gap in quality research and teaching skills that are required in contemporary management education in India.

Programme overview: The programme is aimed to provide an overview of contemporary topics in marketing pedagogy, research, and advancements in the discipline. Expert faculty from IIM Indore will discuss relevant topics related to the advancements in course design, case method of teaching, case writing, and research in the marketing field. Participants will get exposure to various perspectives on the emergent fields in the discipline.

Objectives: The objectives of the course include;

- Gathering an overview of contemporary research topics in marketing.
- Understanding the research tools applicable to address the diverse research topics in the field.
- Understanding various participant centric pedagogical tools used in marketing.
- To expose the participants to a wide variety of pedagogies

Faculty: IIM Indore faculty members will handle sessions

Content:

- Doing Research in Marketing
- Research Methods (Experiments, Meta-Analysis, SEM/PLS, Qualitative Research etc.)
- Research Writing
- Research in services
- Pedagogical Innovations in Teaching
- Excelling in Case Writing
- Advancements in Marketing
- Brand Management
- Sales and Distribution
- Digital Marketing
- Social Media Marketing
- Pricing
- B2B Marketing
- Neuro Marketing
- Sports Marketing

Target audience: College/University faculty teaching a marketing course at UG/PG/Phd level.

Contact details of the programme coordinator:

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HOW TO ENROLL

Applicant willing to participate in the programme shall enrol themselves by filling the online application form available on the website. Last date for submission of application is February 21, 2021. The applications are not complete until receipt of programme fee. Incomplete applications will not be processed.

For more details, please contact:

Professor Subin Sudhir,

Coordinator, FDP

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Visit: <http://www.iimdr.ac.in/academic-programmes/faculty-development-programme/>

PROGRAMME FEE PAYMENT

The programme fee of Rs. 17,500 (Rs. 14,830 plus 18% GST) is to be paid by way of electronic fund transfer.

Name of Beneficiary: Indian Institute of Management Indore

Savings Bank A/c: 53018623445

Name of the Bank: State Bank of India

Branch: IIM Indore Campus, Rau, Indore

IFSC: SBIN0030525

Branch Code: 30525