

Management Development Programme



Marketing for Government Organizations in Digital Era

November 15-17, 2017

MDI Campus, Gurugram



MDI
GURGAON

Management
Development
Institute

Introduction

The Government Department and Public sector undertaking is the part of economic life, not in private ownership, that deals with the production, delivery and allocation of basic public goods and services at local, regional, national and global levels. Its processes and structures can take the form of direct administration, public corporations and partial outsourcing. The activities are funded through Government expenditure financed by taxes, Government borrowings or grants etc.

Marketing in the Government organizations/Departments may be the final frontier. Agencies operating in the public domain can use a custom blend of *the four P's – Product (or service), Place, Price, Promotion* – as well as other marketing techniques to transform their communications with stakeholders, improve their performance, and demonstrate a positive return on the resources they are endowed with.

Over a period of time the lines between private sector and public sector models are blurring. Managers should not regard the private-public context as a dichotomy but rather as a continuum from 'pure private' to 'pure public'. Hence, the marketing is also moved from purely transactional to relationship building. The core of such marketing is building 'trust' among stakeholders and citizens as customers.

Objectives

The objective(s) of this three day programme on 'Marketing for Government Organizations in Digital Era' aims to build capacity of the nominee organizations on the following lines:-

- Developing a marketing strategy for the parent firms for service excellence that delivers based on;
- The key drivers for providing service to citizens/stakeholders/customers
- Understanding the tools/techniques of marketing in digitized era.
- Influencing citizenship behavior

Contents

The interactive sessions will be organized around the following topics;

- Cause/Social marketing: What is the value proposition? Do we communicate it?
- Challenges in Marketing products/services to citizens: A practitioner's perspective
- Influencing Citizen's behavior as a customer: Role of campaign management
- Building Blocks of Service/Product Excellence
- Role of Government as funding agency: Managing perceptions & ROI
- The Role of Digital in Marketing for Government organizations
- Grievance management in the Digital times

Pedagogy

The programme will be conducted on a hands-on mode, through role-plays, video analyses, group/panel discussions, case studies and simulation exercises. Select background readings will supplement these.

Who should attend?

The course is designed for all functions in a Government Department, Public Sector undertaking, like: Administration, Marketing, PR, Public dealing, HR, IT and Finance departments especially people with 3-10 years of experience in mid careers and decision making roles.

Venue & Duration:

The programme is scheduled during November 15-17, 2017 on residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of November 14, 2017 to the forenoon of November 18, 2017.

Discount Policy

With a view to our long term relationship with your esteemed organization, we are pleased to introduce the discount policy in a particular programme. The discount will be observed in the following conditions:

1. 10% Discount against 3-5 nominations
2. 20% Discount against more than 5 nominations

Registration & Fees

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details.

The fee of the program is **Rs. 36,000/- (Rupees Thirty Six Thousand only)** per participant which includes professional fee and all charges for lodging and boarding and supply of course materials. **GST as applicable will be charged extra in addition to the programme fee.** Payment should be made by a crossed Demand Draft/Cheque/NEFT/RTGS in favour of "Management Development Institute, Gurugram (Haryana)", and send to the Chief Administrative Officer (Programmes), Management Development Institute, Sukhrali, Mehrauli Road, Sector-17, Gurugram 122001, Haryana, INDIA.

Important Dates

The last date for receipt of nominations is November 01, 2017. The last date for withdrawal of nominations is November 03, 2017. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

Nominating organizations are advised to await confirmation of acceptance of nominations(s) before sending the participants to the programme venue.

Enquiry

For any Additional information / enquiry, please write to:

Chief Administrative Officer (Programmes),

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Faculty Profile

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Dr. Kirti Sharma holds a Ph.D in Marketing Management, Masters in Marketing Technology (with distinction) and Bachelors' in Science from Kurukshetra University, Kurukshetra, India.

She has an experience of around 19 years. Before joining academics she has worked in companies like Cipla limited, Thompson Consumer Electronics and Oracle partners viz. SQL Star Intl. Ltd. for close to 4 years. She has been in academics for around 15 years now. She primarily does her research in the field of consumer behavior, social marketing and advertising management. She has done her Phd in 'customer perception and satisfaction in life insurance services'. She is currently doing a consulting project regarding the 'Evaluation study of PMEGP scheme' for Ministry of Micro, Small and Medium enterprises, Government of India. She has published many papers in national and international journals. She has been keenly involved in research consulting and training centered around consumer behavior campaign management, advertising and marketing of product and services. She has published three cases with Richard IVEY publishing. She has conducted training programmes for companies like Bharat Petroleum Corporation Limited, Indian Oil Corporation Limited, Department of Science and Technology Government of India, Punjab and National Bank, Engineers India Limited, Jindal Stainless, BSES Rajdhani, Indian Forest Services, Hindustan Petroleum Corporation Limited, Greenply Industries, Mother Dairy, Cannon India, LIC of India etc.



About MDI

The Management Development Institute (MDI) was established in 1973 with the active support of IFCI following an initial grant received from KFW West Germany. The Institute soon established itself as one of the earliest centers for continuing education in India.

As an endorsement of its front runner position in the field of Post Graduate Education in Management in India, MDI's PGPM (a two-year full time MBA equivalent program) has been awarded "A" Grade by the National Board of Accreditation of All India Council for Technical Education (AICTE). Various surveys have ranked MDI among the top B-schools of the Country. The MDI is the first Indian B-school with Global accreditation AMBA-Association of MBAs, UK. The education programs comprise of two-year full-time PGPM, PGP- HR, PGP-IM, 15-month Executive PGDBM, three-year Executive Management Program, Doctoral level FPM I EFPM, Post Graduate Program in Energy Management, and PG Diploma in Public Policy and Management. In addition to its academic programs, MDI has been a pioneer as well as a market leader in the area of continuing education in management. With over 43 years in this field, MDI conducts nearly 200 weeks of intensive short-term training programs each year, aimed at executives and managers from industry. Over 3000 managers participate in these programs each year. These include open programs, as well as customized organization specific training modules. The approach integrates latest knowledge with best practices through integrated business school activities enabling organizations in pursuit of excellence'.

MDI offers consulting services in the different functional areas of management. The driving force at MDI is a dedicated team of distinguished faculty who has extensive experience and expertise in diverse fields. Over the years, there has been distinctive shift in emphasis from helping design and implement policies, systems and processes in functional domains to cross-functional domains. The institute is recognized by the industry (public and private), Central and State governments, and NGOs and is known for providing quality services to its clients. MDI always strives to provide high quality, cost-effective and timely services to the clients. It has remained contemporary through its primary focus on research, adapting to change and developing innovative strategies to facilitate the process of change in the dynamic business environment. The institute's clients say that it has been able to add value to them by bringing in a strong cross-functional emphasis in their approach to carry out business.

As part of its strong research focus, MDI supports the following research initiatives:

- Centre for Supply Chain Management
- Centre for Excellence in Information Management
- Centre for Entrepreneurship
- Centre for Transformational Leadership
- Centre for Corporate Governance
- Centre for Responsible Business
- Centre for Positive Scholarship

MDI maintains high level of academic excellence in management. It has over 80 full-time faculties who have several years of

experience having worked at senior positions in the industry. The faculty is thus able to deliver a healthy mix of practical insights and academic rigor in the classroom. MDI also has strong links with leading international B-schools. This aids in delivering a globalized management curriculum. As part of the global initiatives, student and faculty exchanges go on regularly. Joint research projects are also undertaken. Above all, MDI has a well developed state-of-the-art infrastructure, which includes a library with a collection of over 60,000 volumes, and online access to international journals, a computer center with over 500 PCs, air conditioned lecture halls and syndicate rooms, besides a host of other recreational facilities.

MDI's International Partners

MDI has active linkages with McGill University Canada, University of Waterloo, Waterloo, School of Public Policy, George Mason University USA, University of Connecticut, USA, Cambridge College, Massachusetts, USA, DeGroote School of Business, McMaster University Canada, Robert H. Smith School of Business, University of Maryland, USA, Marquette University Wisconsin, USA, Bentley College, USA, The University of North Carolina, Kenan-Flagler Business School, Chapel Hill, USA, North Carolina State University Raleigh, North Carolina, USA, ESCP-EAP, France, EOHEC Business School, France, The Institute d'Etudes Politiques de Paris (Sciences-Po), IAE Aix-en Provence, France, Total Professors Association (TPA), Paris, Grenoble Ecole de Management, Grenoble, Bergische Universität Wuppertal, Wuppertal, HHL Leipzig Graduate School of Management, Leipzig, International University in Germany, Bruchsal, European Business School - Oestrich-Winkel, Frankfurt School of Finance & Management, Frankfurt, Vienna University of Eco. & Business Administration, Austria, Copenhagen Business School, Denmark, Aarhus School of Business, Denmark, Solvay Business School, Brussels, The Faculty of Applied Economics, University of Antwerp, Belgium, BI Norwegian School of Management, Norway, Unlversua Carlo Cattaneo. (LIUC), Italy, Bocconi University Milano, Warsaw School of Economics. Poland, Graduate School of Business Economics, Higher School of International Commerce and Finance (WSHiFM), Warsaw, Middlesex University London, UK, School of Management, Asian Institute of Technology, Thailand, Queensland University of Technology Brisbane, University of the Free State, Bloemfontein, University of Otago, Dunedin, Leon Recanati Graduate School of Business Administration, LAHAV Executive Education Centre, Faculty of Management, Tel-Aviv University, Tel-Aviv, Israel, University of Tampere, Finland, Lahore University of Management Sciences (WMS), Pakistan, RSM Erasmus University Rotterdam, Athens University of Economics and Business, Athens, Moscow International Higher Business School "MIRBIS", Moscow, Huazhong University of Science and Technology (RUST), School of Management, China. These linkages operate in the domains of exchange of students, faculty and knowledge. Some executive education programs are co-designed and delivered along with our partners. MDI now has developed a new niche market for foreign institutions in conducting international executive development programs at MDI campus.



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