JAIPURIA INSTITUTE OF MANAGEMENT
EMPOWER • ENTHUSE • EXCEL
INDIRAPURAM, GHAZIABAD
Affiliated to Dr. A.P.J. Abdul Kalam Technical University, Uttar Pradesh, Lucknow

Great Place To Work. Certified
MAY 2023-MAY 2025 India

INSTITUTION'S INNOVATION COUNCIL
(Ministry of Education Initiative)

NAAC
NATIONAL ASSESSMENT AND ACCREDITATION COUNCIL
Accredited by NAAC with Grade 'A'

MANAGEMENT DEVELOPMENT PROGRAM

CHANGING FACETS OF B2B MARKETING IMBIBING PREDICTIVE MODELLING

04 Jan 2025

10 AM - **04** PM

Fee per participant
₹ **1000/**

Mode
Offline

Register Now

Jaipuria Institute of Management
Block A Gate no-2, Shakti Khand IV, Indirapuram, Ghaziabad - 201014
Affiliated to Dr Abdul Kalam Technical University Lucknow

0120-4550100
mdp@jaipuriamba.edu.in
www.jaipuriamba.edu.in

CHANGING FACETS OF B2B MARKETING IMBIBING PREDICTIVE MODELLING

In today's fast-evolving world of B2B marketing, agility and strategic intelligence are crucial. Technological advancements like AI, Machine Learning, VR, and AR have reshaped marketing, requiring marketers to adopt data-driven insights, digital platforms, and customized strategies to maintain a competitive edge. This one-day MDP program equips participants with knowledge and tools to succeed in the dynamic B2B marketing landscape by integrating predictive modelling, data analytics, and innovative techniques.

THE MAIN OBJECTIVES OF THE PROPOSED MDP/FDP ARE:

- Understand Emerging B2B Marketing Trends.
- Explore Advanced Marketing Techniques.
- Apply Predictive Modelling in B2B.
- Analyze Real-World Case Studies.

PROGRAM CONTENTS:

- Overview of the Changing B2B Marketing Landscape.
- Embracing Digital Transformation in B2B Marketing.
- Building a Robust B2B Marketing Strategy.
- Utilizing Data and Analytics in B2B Marketing.

LEARNING OUTCOMES:

- Understand the Impact of Emerging Technologies.
- Integrate Predictive Modelling in Marketing.
- Develop Effective Digital Marketing Strategies.
- Analyze Real-World Case Studies.
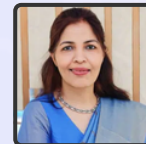- Leverage Data for Enhanced Decision-Making.

LEADERSHIP TEAM:

Shri. Shishir Jaipuria
Chairman and Patron

Prof. (Dr.) Daviender Narang
Director, JIM

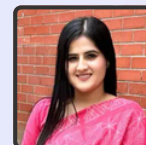**Prof.(Dr.) Rashmi Bhatia**
Dean-Academics and Chairperson, MDP

RESOURCE PERSON:

Mr. Abhinav Sharma
Assistant Professor

Ms. Abhilasha Singh Upadhyaya
Assistant Professor

Ms. Ashima Satija
Assistant Professor

WHO MAY ATTEND:

- Marketing Managers and Executives.
- Business Development and Sales Professionals.
- Data Analysts and Digital Marketing Specialists.
- Entrepreneurs and Business Leaders.
- Consultants and Strategic Advisors.

REGISTER NOW

Jaipuria Institute of Management

Block A Gate no-2, Shakti Khand IV, Indirapuram, Ghaziabad - 201014
Affiliated to Dr Abdul Kalam Technical University Lucknow

0120-4550100
mdp@jaipuriamba.edu.in
www.jaipuriamba.edu.in