

MANAGEMENT DEVELOPMENT PROGRAM

CHANGING FACETS OF B2B MARKETING IMBIBING PREDICTIVE MODELLING



04 Jan 2025



10 - 04
AM PM



Fee per participant

₹ 1000/



Mode

Offline

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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.

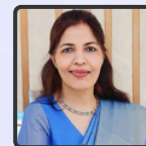
LEADERSHIP TEAM:



Shri. Shishir Jaipuria
Chairman and Patron

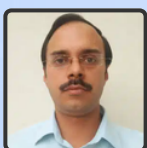


Prof. (Dr.) Daviender Narang
Director, JIM

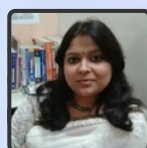


Prof. (Dr.) Rashmi Bhatia
Dean-Academics and Chairperson, MDP

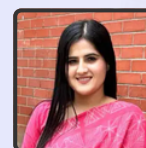
RESOURCE PERSON:



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

