

# Marketing for Entrepreneurs

Dates  
**May 29<sup>th</sup> and 30<sup>th</sup> 2009**

Venue  
**IIM Bangalore Campus**

Program Director  
**Prof. Y.L.R.Moorthi**

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N S Raghavan Centre for Entrepreneurial Learning

at



Indian Institute of Management, Bangalore

**MARKETING FOR ENTREPRENEURS**  
**(29th – 30<sup>th</sup> May 2009, IIM Bangalore)**

We often complain of weak marketing in our organizations. The problem in fact is not so much with the organization but the approach we adopt to marketing. We do not ask ourselves questions like “In what way is my product/service different from that of my competitor? How can I make it different? How can I make my communication unique so that I stand out? ” and so on. In short the problem is the lack of innovation in marketing. Consider the following questions. What is the most innovative application of blue tooth or laser technology? What are the ten most innovative products/services (IT or otherwise) in today’s market and what can we learn from them? Why is it that some start-ups become Google-like but others fall by the way side? How is it that some companies are able to charge a premium for their products and services while others are not? Given our schedules we hardly get time to reflect on such issues that impact our business. Keeping these typical concerns in mind a 2-day program exclusively devoted to marketing has been planned for entrepreneurs. A broad overview of the content is given below.

**Program content**

- i. How to market innovatively? How to create radically different products or services? How to position them in the minds of customers distinctly?
- ii. Is there a systematic method for the application of innovation to marketing? What are the steps involved and how to learn the method?
- iii. How do I reach my customers? Is communicating with customers different in IT as compared to say, consumer products?
- iv. Can I be given a dry run or demonstration of how to make an innovative communication plan for reaching customers?

These are some of the questions to be addressed in the program. If the participants have other specific issues they can be discussed. Overall the idea of the program is to help entrepreneurs think innovatively to address their marketing problems.

**Pedagogy:** Lectures, exercises, case studies, group discussions and role-plays

**Course Fee:** Rs. 6,000/- per participant if registered on or before 10<sup>th</sup> May  
Rs. 7,000/- per participant if registered after 10<sup>th</sup> May

**Dr. Y.L.R.Moorthi** is a Professor (Marketing) at Indian Institute of Management (IIM), Bangalore. He teaches Brand management, International marketing, Managing Hi-Tech Firms and other marketing courses. His areas of interest include marketing strategy (consumer, industrial and services markets), markets for hi-tech products and branding. His Ph.D. is in the area of brand management. He is an M.Tech from Indian Institute of Technology, Madras and a post graduate in management from IIM, Bangalore. He worked for several years in the industry in varied fields like Production Planning, Oil Exploration, Mechanical Design, Systems Analysis, Software development etc.

He has several years of management teaching experience. His book “Brand Management – the Indian Context” was awarded the third prize in the Escorts-Delhi Management Association Book Contest for the year 1999-2000 and the ISTD Book Award for the year 2000-2001. It was listed in “Rediff Top 5” in Sep 2000 by Rediff.com. He was commissioned by Encyclopedia Britannica to write articles on marketing. He contributes popular articles for newspapers and magazines like Economic Times, Hindu, Business Line etc. His case “The segmentation of the Indian watch market” was one of the three cases chosen for round table discussion at the Asian Case Research Journal’s Conference held at Singapore on 13-14th Jul 2000. His international publications include contributions to Journal of Services Marketing, Business Horizons and Journal of Business-to-Business Marketing.

He has conducted training programs and consulted for several reputed organizations in India. He has also consulted for organizations abroad like Industry Canada and IBM. He was a visiting scholar at the Amos Tuck Business School, Dartmouth, US (an Ivy League School) in Feb – June 2002 pursuing collaborative research with Prof. Kevin Lane Keller.

### **Nadathur S Raghavan Centre for Entrepreneurial Learning (NSRCEL)**

The Nadathur S. Raghavan Center for Entrepreneurial Learning was set up in March 2002 to synergize with IIMB's focus on entrepreneurial studies. The Centre facilitates business growth by combining academic research with practical experiences. Entrepreneurial energy is facilitated by the IIMB's academic community and industry interfaces thus channelizing the growth of small business ideas to implementation.

The NSRCEL not only trains and promotes entrepreneurship but also as an Incubator Cell for start-up companies. The NSRCEL has a rich faculty of mentors who have diverse experience of handling various Industries and have built over the years many an enterprise. Such talent grooms the nascent business person and helps to establish a growing business enterprise.

The Centre is located in the serene IIM Bangalore atmosphere and boasts of state-of-the-art facilities. A preferred choice by management professionals across the globe!

The NSRCEL is supported by generous grants and its patrons are noted industrialists who are willing to nurture a talented team.

**For registration**

Nomination form, along with course fee of Rs. 6,000/- (if registering on or before 10<sup>th</sup> May) or Rs. 7,000/- (if registering after 10<sup>th</sup> May) by way of DD, favoring **Indian Institute of Management Bangalore**, may be sent to

Girish Kumar M  
NSRCEL, Indian Institute of Management Bangalore  
Bannerghatta Road, Bangalore 560 076  
Tel: +91- 80- 2699 3701  
Fax: +91-80- 2699 3769 / 2658 4050  
E-mail: [workshop@nsrceI.org](mailto:workshop@nsrceI.org)  
Website: [www.nsrceI.org](http://www.nsrceI.org)

