Marketing applications of Artificial Intelligence
January 18-20, 2021
MDI Campus Gurgaon
Background

“AI is one of the most important things humanity is working on. It is more profound than, I dunno, electricity or fire,” Sundar Pichai, CEO – Google & Alphabet.

Artificial Intelligence is reshaping the business landscape. Within the organization, marketing function is impacted because of two reasons:

a). Increasing availability of real time consumer data from digital devices and platforms being used for search, selection and fulfillment.
b). Exponential increase in computing power.

AI can be leveraged by marketers to improve their marketing processes and its outcomes. Developments in artificial intelligence (AI) have the potential to help marketers significantly improve marketing program efficiency in an increasingly data driven world. This program will help explore the areas where AI can be used to engage customers with precision, so as to maximize output from marketing.

The program is designed to help marketing professionals understand the ways technology savvy marketers across the globe are leveraging AI. The course shall touch upon the areas of consumer research, segmentation strategies, and targeting individual consumers with personalized communications, to improve brand relevance, sales, and enhancing customer satisfaction and engagement.

Objective

This is a program designed to make AI approachable and actionable for the marketing professionals irrespective of their background in technology or the industry they are working in:

• To familiarize the participants with the evolution of AI technologies and their current and potential applications marketing processes.
• To revisit the existing marketing concepts and learn how they can be applied more effectively by leveraging AI technologies.
• To understand the different use cases, their business impact and limitations by interacting with a few practitioners from Indian industry.
• To develop a roadmap for incorporating AI technologies in your organization. This exercise would include tracking of the consumer journey, how to utilize the digital footprints, potentials data points and ways of gleaning relevant marketing insights. Working out the potential return on investments with such initiatives.
• To provide a platform to initiate the debate and discussion about the possibilities and challenges that marketers would have to face in the foreseeable future.

Contents

The program would focus on understanding the coming era of technological convergence and connected devices, and how digitally connected consumers would interact with the marketer within such an environment. We shall deliberate on the types of data that consumers would generate in future and how that could be leveraged by AI technologies.

We shall learn from the experiences of some industry professionals who have deployed AI based technologies in their marketing processes. We shall close the program by developing a potential marketing strategy for your organization, which would be utilizing the potential of AI.

The broad program structure would be as follows:

1. Introduction to developments in the field of AI and their current and potential use in marketing.
2. Fundamental concepts of marketing, and how they can be applied more effectively by leveraging AI.
3. Learn from the industry professionals about their experiences, successes, and challenges, while integrating and enhancing their marketing processes with AI technologies.
4. Developing an initial blueprint for implementing AI technologies in enhancing the marketing processes in your organization.
5. Learning, review, conclusion and action plan

Pedagogy

The familiarization and conceptual element of programme will be delivered by using a balanced mix of lectures, discussions, video’s, case studies and experience sharing. The application of the concepts and ability to critically analyze the practical implementation challenges achieved by interaction with industry practitioners.

For Whom

This program covers marketing applications of a technology which is likely to impact all areas of the business, across all levels. Hence the program has a broad appeal. Hence it has been designed in a manner which does not require any specific technological or functional expertise beyond working in an organization having customer interface. All practitioners (Executives, Consultants, Managers, etc.) interested in updating themselves with the developments in marketing due to application of AI technologies.

The participant may be from the functional domain of sales, marketing, customer relationship management, consumer insights, strategy and human resources management. This being a familiarization course about the potential changes in the world of customers and the response by the organization, it is likely to be useful and meaningful for the young as well as senior members of the organization.

Faculty

The course would be delivered by MDI faculty and professionals from industry with experience in implementation of AI in their marketing processes.

Venue & Duration:

The programme is scheduled to be conducted during January 18-20, 2021 through Online Mode by MDI Gurgaon.

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. 31,500/- (Rupees Thirty one Thousand Five Hundred only) per participant which includes professional fee and online course materials. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by NEFT/RTGS.

Important Dates
The last date for receipt of nominations is January 11, 2021. The last date for withdrawal of nominations is January 12, 2021. Any withdrawal received after this date will be subject to deduction as per the Institute’s rules. However, substitution may be permitted.

Nominating organizations will be sent confirmation of acceptance of nominations before commencement of the programme.

Enquiry
For any Additional information / enquiry, please write to:
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Faculty Profile
Prof. Jaydeep Mukherjee
Professor, Marketing
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Biography

Work Experience
Dr. Mukherjee blends latest academic research and industry experience to provide fresh perspective and insights to marketing problems. He had worked in industry for nine years from 1992-2001. The work experience included branch management, institution sales responsibility, product management and development of new products in consumer goods organizations like Aristocrat marketing Limited, ICI Paints, and Godrej GE Appliances. Before joining MDI Gurgaon in 2007, he has taught at XM Bhubaneswar and had been a visiting faculty at S.P. Jain Dubai Campus. He offers elective courses in Sales and Distribution, Business to Business Marketing, Product Management, Marketing Strategy, and Marketing for Virtual World.

Consulting and training
Dr. Mukherjee had advised the Product Management team of HCL Infosystems Limited, been a sales trainer for Team Computers Pvt. Limited (an IT solution provider and a prominent tier two distributor for HP India), training programs for the sales and marketing team of Eicher Volvo, Nestle India, Tata Chemicals, HMT Tractors, and channel partners of HP India, Maruti Suzuki. He had also been involved in training the dealers of TAFE, NEXA Showroom Managers, and Development officers of LIC as well as MDRT Agents.

Areas of Academic Interest
The current research and publication interests are in the area of technology marketing, marketing of new products, new product development process, especially in the emerging market context. He also takes active interest in developing and publishing case studies as well as designing marketing simulation games.

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Biography
PhD in Psychology, Indian Institute of Technology Kanpur, Kanpur, India. Year 2005.
MSc. (Information Systems) from London School of Economics, University of London, London, United Kingdom. Year 1991
M.B.A. with specialization in Marketing from Guru Nanak Dev University, Amritsar, India. Year 1990
B.A. (Hons.) in Economics from Guru Nanak Dev University, Amritsar, India. Year 1988

Experience
About 20 years of teaching and about 2 years of industry experience, with a leading publication. I have taught undergraduate and postgraduate courses for the management students in the areas of Marketing (Service Marketing, Customer Relationship Marketing etc.) and Core Courses of Marketing for about 20 years.

Areas of Interest
Human relations aspects in organizations, in particular, creating customer centric organizations (i.e. establishing service orientation as the organizational imperative) in the public and private sector.

The PhD work was related to an intensive exploration into effective customer relationship management and the employee relations in the hospitality sector in India. The study made explorations into the structure and dynamics of the construct of service climate, with reference to both internal and external customer care in the hospitality industry.
MDI Gurgaon is a flourishing cauldron of excellence in management education, high quality research, executive development and value added consultancy. Having established its footprint worldwide, MDI’s vision is to become one of the top business schools in the world by incorporating world’s best academic practices in all its programmes, namely management and executive programmes, and training programs for the top management of the corporate world. MDI’s offerings are continuously updated in keeping with the ever changing global business environment, social responsibilities, while setting high standards for all our stake holders.

MDI has consistently focused on designing practice oriented learning and a contemporary industry- focused curriculum, driven by our strong corporate interface. This unique blend of MDI’s global perspective and strong industry linkage contribute towards bringing best practices to corporates, through training programs as well as action-centric research and consulting. Further, it leads to collaborative research in global, cross-cultural areas of management, jointly with top-notch research driven institutions world-wide. This research has led to MDI taking a leading role in business and economic development.

MDI’s 70+ national and international faculty drawn from academics and industry makes the learning experience more meaningful by providing the right mix of practical insights and academic rigour. The Institute is committed towards creating a community which is vibrant and which provides a lifelong learning experience and professional development. MDI offers the following long duration programmes: PGPM, PGD-HRM, PGD-IIM, NMP, PGD-EM, PGP-FT, PGD-PPP, FFM & EFPF.

**Continuing Education**

MDI is the largest school for continuing education in the country. Business organizations in today’s world are competing in an extremely dynamic and complex environment. To cater to the need for continuous upgradation of individual and organizational capabilities, with over 47 years in this field, MDI conducts nearly 200 weeks of intensive short-term training programs each year. These include open programs, as well as customized organized specific training modules. These programmes help executives broaden their understanding and improve their skills to face challenges at higher positions. MDI has alliances with international business schools, industry and individual experts to offer joint programmes to address the diverse needs in continuing education.

**Research and Consulting**

Research and Consulting at MDI are a way to partner with the industry to resolve challenges in an ever changing environment and a way to continuously strengthens the interface between academics and practice. Faculty members independently carry out action research and consulting. MDI has the distinction of being involved in large, complex and high quality consulting projects which help the industry with cost effective, ethical, reliable and high quality solutions of strategic value.

Research is an important constituent of MDI’s vision and mission. Consequently, MDI expects its entire academic community to be research active and to carry out research work of a consistently higher international standard that can contribute to the national goals of innovation, socio-economic development and environmental sustainability. Research can be undertaken directly by one or more faculty members, or through Centers of Excellence, which are independent entities within MDI that carry out research through their members.

**MDI’s International Relations**

MDI nurtures a vision to be a truly global business school. As economic networks gain eminence over geographic boundaries, MDI realized the emerging role of international markets and the need for B-schools to groom managers with an international perspective. MDI has active linkages with Queensland University of Technology, Brisbane, Royal Melbourne Institute of Technology (RMIT), Melbourne, University of South Australia, Adelaide, South Australia; Vienna University of Economics, Vienna, Austria; Royal Institute of Management - Thimphu, Bhutan; Solvay Business School, Brussels, The Faculty of Applied Economics, University of Antwerp, Antwerp, Louvain School of Management, Louvain-la-Neuve, Fundación Instituto de Administración (FIA), Brazil; DeGroote School of Business, McMaster University, Ontario; University of Waterloo, Waterloo, Richard Ivey School of Business, Ontario, Huazhong University of Science and Technology (HUST), School of Management, Wuhan, Antai College of Economics & Management, Shanghai Jiao Tong University, China, Cyprus International Institute of Management - Nicosia, Cyprus, Copenhagen Business School, Copenhagen Aarhus School of Business, Aarhus, Middlesex University, London; Aston Business School, Aston University, Birmingham, University of Tamper, Tampere, SKEMA Business School, ESCP Europe, Paris; EDHEC Business School - Roubaix Cedex 1, Paris, IAE Aix-en Provence, Puyricard, Total Professors Association (TPA), Paris, Toulouse Business School (TBS), Grenoble Ecole de Management, Grenoble Sciences Po Lille, Lille, Bergische Universität Wuppertal, Wuppertal, Frankfurt School of Finance & Management, Frankfurt, IHL Leipzig Graduate School of Management, Leipzig, Munich Business School, Munich, PPF in REEZEUM University, ALBA Graduate Business School (Greece), Athens University of Economics and Business, Athens, Hungarian Logistics Association, Budapest, University of Szeged, Szeged, Bocconi University, Milan; Universita Carlo Cattaneo, (LIUC), Castellanza, Nagoya University of Commerce & Business - Nagoya, Japan; Amity University, Malaysia; Sains Malaysia, Malaysia, Group Institut Superior De Commerce Et D’administration Des Entreprises - Groupe Isca, Morocco, Nepal Administrative Staff College, Jawalahel, Lalitpur, Nepal, Kathmandu University School of Management, Patan, Lalitpur, Nepal, Norwegian School of Management BI, Sandvika, Nordic Centre in India, University of Oslo, ESM Erasmus University, Rotterdam, Lahore University of Management Sciences (LUUMS), Lahore, Graduate School of Business Economics, Higher School of International Commerce and Finance (WSHIFM), Warsaw, Warsaw School of Economics, Warsaw, ISCTE - Instituto Universitário de Lisboa (ISCTE-BUL) Lisbon, Portugal, The Russian Presidential Academy of National Economy and Public Administration (RANEPA), Russia; Moscow International Higher Business School “MI BS”, Moscow, University of Maribor, School of Economics and Business, Maribor, University of the Free State, Bloemfontein, BEM School of Management, Dakar, ZHAW School of Management and Law, Zurich School of Management, Asian Institute of Technology, Pathumthani, The National Institute of Development Administration(NIDA), Bentley College University, Massachusetts, Marquette University, Wisconsin, Milwaukee, North Carolina State University, Raleigh, North Carolina, Robert H. Smith School of Business, University of Maryland, School of Public Policy, George Mason University, Arlington, Virginia, The University of North Carolina, Kean-Flagler Business School, Chapel Hill, Smeal College of Business, Pennsylvania State University. The process of building linkages began more than a decade ago and today MDI has partnerships in almost every continent of the globe. In fact, MDI is the first B-school from India to partner with a B-school in Africa. The international partnerships encompass a gamut of interests such as joint research, executive education, and development of academic material, collaborative work on projects of international scope, faculty exchange and student exchange.

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