

Five Days GIAN course on  
**Value Based Marketing**

Organized by  
Department of Management Studies, NIT Trichy

**19-23 December 2022**

### About GIAN

Government of India, through Ministry of Education has initiated a Scheme on Global Initiative on Academic Network (GIAN), to increase the footfalls of reputed international faculty in the Indian academic institutes to augment the country's existing academic resources and to elevate India's scientific and technological capacity to global excellence.

### NIT Trichy

National Institute of Technology, Trichy, is a premier Technical Education Institution which offers courses on Engineering and Technology, Management, Architecture and Social Sciences. NIT Trichy is ranked first among all NITs across the nation and secured 8<sup>th</sup> position in Engineering in the India Rankings 2022 released by NIRF, Government of India.

### Management Studies

The Department of Management Studies, which was started in 1978, is one of the oldest, well known and best-rated B-Schools in India. It aims at developing managers and entrepreneurs of essence and excellence through a comprehensive curriculum. The department has produced best in class Corporate Leaders, Managers and Entrepreneurs since its inception.

### Overview and importance of the course

Marketing is a value creating and value delivery process. Marketing is an effective way of communicating the value proposition of the brand and engaging customers. The ever-changing socio-cultural phenomena in India are transforming the way its citizens are prioritizing their time and spending habits. Convergence of technology, changing trends and competition have created the scope for value-based marketing.

This GIAN course focus on how firms generate value through innovation, process, digitization and interaction between companies and customers. This course aims to make the participants familiar with the latest concepts, tools, and techniques of Branding, Marketing and Consumer insights of how successful companies across the world create better customer experience with blend of human touch and technology to reach the goal of Marketing 5.0.

### Target Audience

UG and PG Students of Management and Social Science disciplines, Research Scholars and Faculty from Management and Social Science disciplines, Working Professional, Entrepreneurs, NGOs and members of SHG.

### Programme modules:

#### Module 1:

- ✓ Value-Surplus: A Core Concept in Marketing
- ✓ Customer Share of Value-Surplus: Implications for Marketing
- ✓ Innovative Marketing Strategies
- ✓ Resources, Customer Preferences: Value Based approach
- ✓ Marketing Template 5Cs - A Value Surplus lens
- ✓ Consumer Insights for Branding and Advertising.

#### Module 2:

- ✓ Levers and Dials in Marketing
- ✓ Value Surplus - based analysis of Customers
- ✓ Value Generation and Brand Engagement
- ✓ Customer Acquisition and Retention
- ✓ New Business Opportunities and Development
- ✓ 4Ps: A Value-surplus Perspective.

Date of the Course: **19-23 December 2022**. Mode: **Offline/Physical**.

### Course Registration Fees:

UG, PG Students	Rs 500/-
Research Scholars and Faculty	Rs 800/-
Other participants	Rs 1500/-
Participants from other countries	100 US Dollars.

### Faculty:

**Dr. Parthasarathy Krishnamurthy** is the Larry J. Sachnowitz Professor of Marketing and Director of the Institute for Health Care Marketing at the C. T. Bauer College of Business in the University of Houston. His primary research interest is consumer behavior and decision-making, especially in the context of health decisions.

His expertise includes understanding and predicting customer retention, engagement, and choice, designing and evaluating interventions and measures, drawing insights from large datasets, extensive experience with SAS®, Qualtrics®, positive psychology, behavioral science, marketing and consumer psychology. He has published in a variety of peer-reviewed consumer and marketing-focused journals such as the Journal of Consumer Research, Marketing Science, Organizational Behavior and Human Decision Processes among others. He consults with a variety of organizations including the Food and Drug Administration, and Stanford University.

**Dr. G. Muruganantham** is working as Professor in Management Studies at the National Institute of Technology, Tiruchirappalli. He has a blend of experience in corporates such as CIPLA Ltd and DABUR India Ltd and also academic experience with renowned institutes. He is having 21 years of professional experience.

His areas of interest in teaching, research and consultancy include branding, consumer insights and quality management. He has received the best paper awards for presenting his research paper in the USA, London, Australia and India. His research works are available in Emerald, Inderscience and Taylor and Francis publications. He is now serving as the Head of Department of Management studies at NIT Trichy.



### Course Coordinator

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