



Confederation of Indian Industry



CII - Suresh Neotia Centre  
of Excellence for Leadership

Certified Programme on

# Next-Gen Marketing Leadership

Batch I | June 2025



Programme Partner



[www.thestrategyacademy.org](http://www.thestrategyacademy.org)



The CII- Suresh Neotia Centre of Excellence for Leadership, is launching the maiden batch of the **Certified Next-Gen Marketing Leadership Programme**, designed to equip marketing professionals with the skills and insights in an era of rapid technological advancements, shifting consumer behaviors, and increasing market complexities.

## OBJECTIVES

- Build agile, growth-focused marketing organizations
- Create customer-centric, personalized experiences
- Develop competitive brand strategies
- Master digital-first marketing strategies
- Optimize sales, growth and revenue
- Explore emerging trends like Metaverse, Web3, and AI-driven automation
- Foster transformational leadership

## WHO SHOULD ATTEND

- CMOs, Marketing Directors, and Heads of Marketing
- Brand, Sales and Product Managers
- Entry and mid-level high potential managers
- Digital Marketing Specialists
- Managers working in strategic planning roles
- Executives transitioning to senior marketing roles
- Non-marketing professionals in allied functions



## COURSE OUTLINE

### MODULE-1

LIVE: 8 HRS | 4 SESSIONS

#### **Mastering Market Dynamics: Customer Insights & Competitive Advantage**

**Session 1:** Changing Consumer Behaviour: Digital and AI & Experience-Led Shifts

**Session 2:** [A] Data-Driven Customer Strategy: Segmentation, Personalization & Retention, [B] Customer Value & Experience in B2B & B2C

**Session 3:** The Future of Customer Engagement: Subscription Models and Behavioural Triggers

**Session 4:** Competitive Intelligence & Transient Advantage: Winning in an Uncertain Business Landscape

### MODULE-2

LIVE: 8 HRS | 4 SESSIONS

#### **Tech-Enabled Marketing: From AI to ROI**

**Session 5:** AI (Artificial Intelligence) in Marketing: Personalization, Agentic AI, Predictive Analytics & Chatbots

**Session 6:** Digital & Performance Marketing: SEO, SEM, Social Media, & Influencer Marketing

**Session 7:** Data Privacy & Compliance: Ethics, Transparency, & Digital Trust

**Session 8:** Digital Marketing ROI: Optimizing Online vs. Offline Spend

### MODULE-3

LIVE: 10 HRS | 5 SESSIONS

#### **Competitive Brand Strategy for Market Leadership**

**Session 9:** Strategic Brand Management: Purpose, Trust & Loyalty

**Session 10:** Differentiation Strategies: Competing Against Low-Cost Rivals

**Session 11:** Brand Messaging & Engagement

**Session 12:** Turning Ideas into Viable Services through Experience Innovation

**Session 13:** Pricing Strategies: Game Theory and Value-Based Pricing Models

### MODULE-4

LIVE: 10 HRS | 5 SESSIONS

#### **Sales, Growth, & Revenue Optimization**

**Session 14:** Aligning Competitive Strategy with Sales & Distribution

**Session 15:** Demand Generation & Lead Nurturing

**Session 16:** Viral and Guerilla Marketing Communication

**Session 17:** Negotiation & Closing Large Deals (B2B/B2C)

**Session 18:** Selling During Economic Downturns and Crises: Strategies & Case Studies

## COURSE OUTLINE

### MODULE-5

LIVE: 8 HRS | 4 SESSIONS

#### **Building an Agile & Growth-Driven Marketing Organization**

**Session 19:** Building an Adaptive Marketing Function: Agility, Market Shifts & Changing Consumer Trends

**Session 20:** Identifying key capabilities: Data-driven Decision-Making, Digital Transformation & Innovation

**Session 21:** Connecting the Dots Between Marketing, Product, Sales, Technology and Customer Experience

**Session 22:** Cross-Functional Collaboration for Customer-Centricity and Revenue Growth

### MODULE-6

LIVE: 8 HRS | 4 SESSIONS

#### **Future-Ready Marketing Leadership**

**Session 23:** Emerging Trends: Metaverse, Web3, & Decentralized Marketing

**Session 24:** The Rise of AI (Artificial Intelligence) & Automation: Implications for Strategic Marketing

**Session 25:** Sustainability & Purpose-Led Marketing: Building Long-Term Brand Equity

**Session 26:** Transformational Leadership to Build Future Ready Marketing Teams

**Faculty Lounge: LIVE 2 hours:** Discussion on key takeaways from the program

### DURATION & SESSION TIMINGS

- **12 weeks | 55 hours of LIVE sessions** | 20+ hours of self-paced learning (appx)
- Twice a Week - Weekdays (2000-2200 Hrs. IST)

### SESSION RECORDINGS

For convenience, recordings will be available to participants after conclusion of Live sessions for 4 weeks.

### EVALUATION & GRADING + CERTIFICATION

**Multi-element Evaluation and Grading based on several parameters including –**

- Attendance
- Questions asked/ engagement during faculty conducted sessions
- Online quiz and/ or miscellaneous online submissions and
- Examination to be conducted at the end of the programme.

Participants will be certified by CII-SNCEL and “The Strategy Academy Centre for Advanced Studies” (TSACAS)



## DELIVERY

The programme will be delivered through a Smart Learning & Transformation Solution (SLTS). The platform enables participants to attend live, faculty-led sessions virtually using an interactive digital platform.



## FACULTY

Faculty from reputed B-schools and highly experienced practitioners representing leading Indian and Multinational companies.

## PROGRAMME PARTNER AND DIRECTOR



The Strategy Academy Centre for Advanced Studies (TSACAS) was conceived as a part of an Action Research done by Prof. Ranjan Das, Professor of Strategic Management at the Indian Institute of Management (IIM) Calcutta. Prof Das is the current Chairman and Chief Mentor of the Academy and the Programme Director.

## FEES

CATEGORY	CII MEMBER	CII NON-MEMBER
INDIVIDUAL	INR 65,000	INR 70,000
GROUP OF 3-6 PARTICIPANTS (15% DISCOUNT)	INR 55,250	INR 59,500
GROUP OF 6+ PARTICIPANTS (20% DISCOUNT)	INR 52,000	INR 56,000

+18 % GST

*\*The fee includes the cost of soft copy reading materials, Case Studies and Faculty Presentations*

**For details, please contact:**

**Jaisurya Banerjee**

+91 83348 81115 | [jaisurya.banerjee@cii.in](mailto:jaisurya.banerjee@cii.in)

**Purnata Bhattacharya**

+91 7003730973 | [purnata.bhattacharya@cii.in](mailto:purnata.bhattacharya@cii.in)

## ABOUT CII

The Confederation of Indian Industry (CII) works to create and sustain an environment conducive to the development of India, partnering Industry, Government and civil society, through advisory and consultative processes.

CII is a non-government, not-for-profit, industry-led and industry-managed organization, with around 9,000 members from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 365,000 enterprises from 294 national and regional sectoral industry bodies.

For 2024-25, CII has identified “Globally Competitive India: Partnerships for Sustainable and Inclusive Growth” as its Theme, prioritizing 5 key pillars. During the year, it would align its initiatives and activities to facilitate strategic actions for driving India’s global competitiveness and growth through a robust and resilient Indian industry.

With 70 offices, including 12 Centres of Excellence, in India, and 8 overseas offices in Australia, Egypt, Germany, Indonesia, Singapore, UAE, UK, and USA, as well as institutional partnerships with about 300 counterpart organizations in almost 100 countries, CII serves as a reference point for Indian industry and the international business community.

## ABOUT CII-SNCEL

The CII-Suresh Neotia Centre of Excellence for Leadership (CII-SNCEL) is part of CII’s integrated agenda of building competitiveness through Centres of Excellence. CII-SNCEL is one of the 12 COEs set up for enhancing development and progress through a diverse range of services. The Centre was established on the basis of CII’s core belief that the quality of leadership will play a key role in enabling India to succeed in its mission for inclusive growth and competitiveness and claim its rightful position in the global arena.

Established in 2009 at Kolkata, the Centre was initiated with the purpose of serving as a key facilitator of leadership development across various segments of business and socio-cultural demographics through a range of interventions, especially focusing on “people” and “process” transformations.



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### **CII-Suresh Neotia Centre of Excellence for Leadership**

Plot No 36, Block DC, Sector – I, Salt Lake City, Kolkata - 700 064

P: +91-33-6614 0100 | F: +91-33-6614 0136 | E: [cii-leadership@cii.in](mailto:cii-leadership@cii.in) | [www.cii-leadership.in](http://www.cii-leadership.in)