IIM LUCKNOW

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Advanced Programme in Strategic Marketing Excellence



ABOUT THE INSTITUTION

IIM Lucknow

The Indian Institute of Management Lucknow (IIM Lucknow) is one of the premier business schools in India. From the sprawling 185 acres campus (approximately), the institute offers a world-class education in major management areas. It provides an ambience for genuine intellectual pursuit, excitement and professional growth. The institute's carefully designed and high-impact Management Development Programmes train business leaders, senior executives, and practicing managers from various sectors of the economy in all disciplines of management education and thought. The institute provides cooperation and support to industry and the Government through its large number of prestigious Consulting Assignments and Research Projects. The institute has

well-equipped air-conditioned Lecture Rooms, Library, Computer Centre and comfortable on-campus air-conditioned boarding and lodging arrangements for the Management Development Programme participants at both campuses.

The Lucknow campus is located about 20 km away from the Railway Station and 30 km from the Airport, on the Lucknow-Sitapur highway and Hardoi-Sitapur bypass. The Noida campus is located at Plot No. B-1, Sector 62, Noida, near the Delhi-Ghaziabad highway (NH-24) about 25 km away from New Delhi Railway Station and about 40 km from the Domestic Airport.

IIM Lucknow has collaborated with various Business Schools in Europe, Australia, Canada, etc., for Faculty and Students Exchange. IIM Lucknow has been placed at fifth rank by the National Institutional Ranking Framework (NIRF), Ministry of Human Resource Development, Government of India (2025) ranking among the business schools in India. With AACSB, AMBA and EQUIS accreditations, IIM Lucknow belongs to an elite global group of business schools, earned by only 1% worldwide.

#5
Management Category
NIRF India Ranking 2025

#72
Masters in Management
FT Global Ranking 2026

#58
Global MBA
FT Global Ranking 2026

AACSB ACCREDITED | ASSOCIATION OF MBAS ACCREDITED | EQUIS ACCREDITED

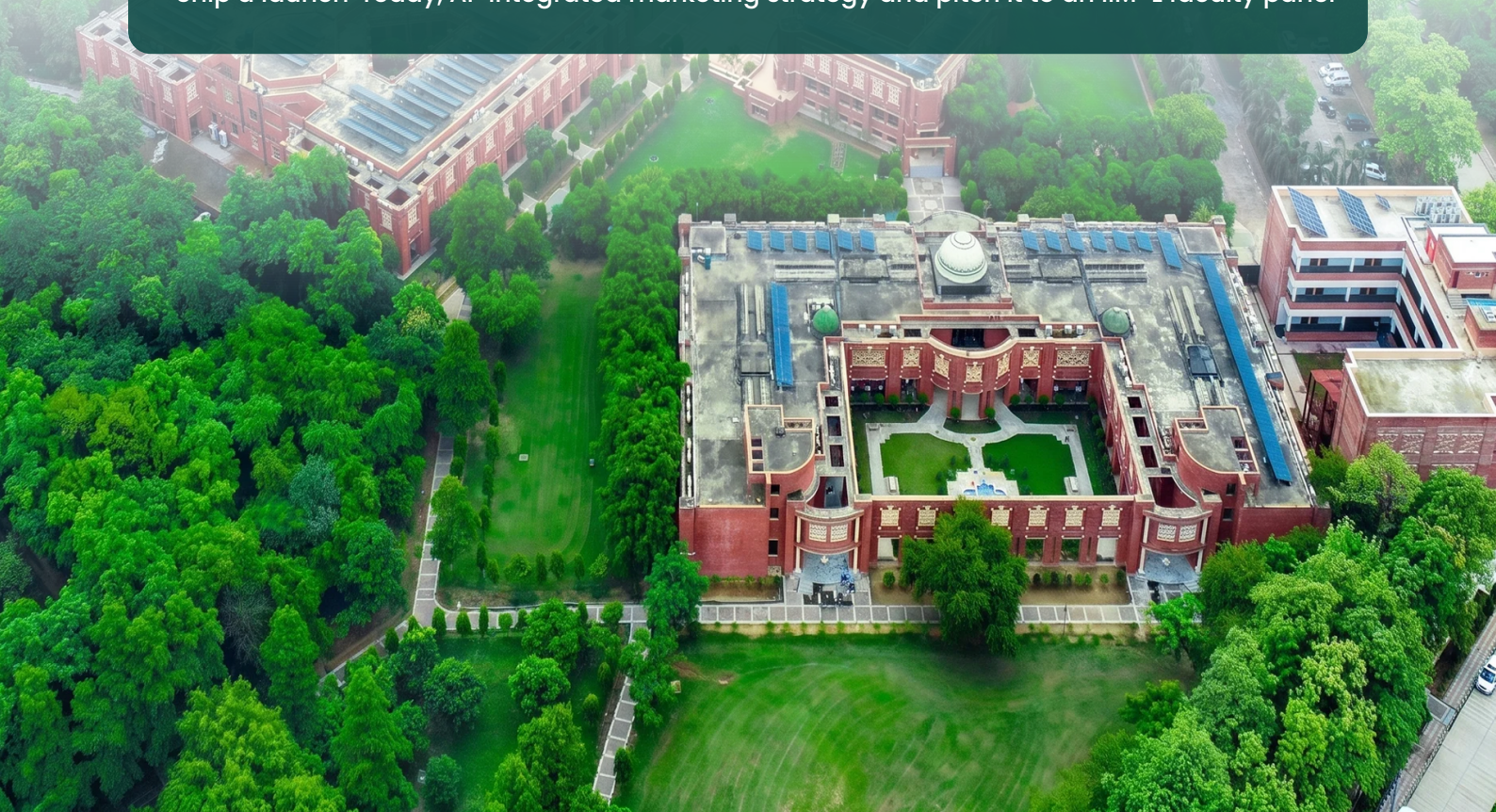
ABOUT THE PROGRAMME

Advanced Programme in Strategic Marketing Excellence

The Advanced Programme in Strategic Marketing Excellence is built for working professionals who want to move from tactical marketing execution to strategic, boardroom-level decision-making. Over 10-months, the curriculum takes participants through eight modules spanning the fundamentals of marketing, consumer and customer strategy, sales and competitive strategy, digital and integrated communication and distinctively AI and predictive analytics for the modern marketing function. The programme blends live faculty-led sessions, CXO masterclasses, a hands-on capstone project and a 3-day campus immersion at IIM Lucknow.

You'll Learn To

- Build segmentation, positioning and value propositions grounded in real consumer research
- Design go-to-market, channel and pricing strategy that holds up at the P&L level
- Own digital execution across SEO, social, programmatic and integrated campaigns
- Apply generative AI and predictive analytics to content, forecasting and personalisation
- Lead competitive strategy using Porter's and Blue Ocean frameworks
- Ship a launch-ready, AI-integrated marketing strategy and pitch it to an IIM-L faculty panel



WHY CHOOSE THIS PROGRAMME?

Seven Reasons To Choose This Programme

1

An IIM Lucknow Credential That Opens Doors

You earn a certificate from IIM Lucknow upon successful completion of the program

2

Curriculum Designed for the AI-Led Future of Marketing

An entire module to Generative AI, predictive analytics, AI agents and algorithmic ethics equipping you to lead marketing functions that are being rapidly reshaped by AI, not just react to the change.

3

Learn Directly from IIM Lucknow's Award-Winning Faculty

Led by Prof. Rajeev Kumra a 11-time "Best Faculty" and 21-time "Best Course Taught" award winner who has trained 10,000+ managers along with Dr. Ashish Dubey and other IIM Lucknow marketing faculty, bringing classroom-tested frameworks and practical insights.

4

CXO Masterclasses From India's Top Business Leaders

Live sessions and masterclasses feature founders and CEOs from companies alongside a rotating roster of operators and AI leaders.

5

Capstone and Real-World Projects

Get personalised guidance plus hands-on application through a Campaign Sprint (build a launch-ready AI campaign for a real brand brief) and a multi-phase capstone project.

6

A 3-Day Campus Immersion and a Cohort That Becomes Your Network

The programme includes a 3-day on-campus immersion at IIM Lucknow with faculty-led workshops, live marketing clinics, and networking events.

7

Executive Alumni Status of IIM Lucknow

On successful completion, participants are eligible for Executive Alumni status of IIM Lucknow (as per institute norms), unlocking lifelong access to the alumni network, campus library and institute communications.

Who Should Apply?

This programme is designed for working professionals who already have a foothold in marketing, sales or business roles and are looking to move into strategic, leadership-level responsibility.

Eligibility Criteria

- Graduates (10+2+3) / Diploma holders (10+2+3) / Post-Graduates, with a minimum of 4 years of work experience as on the programme start date
- Candidates should have scored a minimum of 50% marks in Graduation / Diploma / Post-Graduation
- Candidates should be currently working

Programme Snapshot

10 Months Programme Duration	**126 Hours** 108 Online + 18 On-Campus	**Every Sunday** 10:00 AM – 1:15 PM
Live Online Interactive Learning Platform	**Award-Winning Faculty** Learn from the Best	**Executive Alumni** Eligibility Upon Completion*

*Minimum 75% attendance and COPM of 50% or above.

PROGRAMME SCHEDULE

6th December 2026 IML Administrative Briefing	**13th December 2026** 1st Academic Session	**October 2027** Programme End



Certificate Eligibility

A Certificate of Successful Completion requires 75%+ attendance and a Cumulative Overall Percentage of Marks (COPM) of 50% or above

A Certificate of Participation is awarded otherwise (no certificate if attendance is below 40%)

CURRICULUM ROADMAP

Foundations

Marketing Foundations Refresher

- Apply the marketing mix (4Ps / 7Ps) and Segmentation, Targeting and Positioning (STP) to current business contexts at a senior working pace
- Evaluate market opportunities using PESTEL and 5C analysis frameworks
- Define and communicate a compelling Value Proposition to the target audience
- Apply product management essentials, including new product development and product life cycle implications for marketing tactics
- Translate psychological, sociological, and cultural theories of consumer behaviour into predictions of buying decisions
- Map end-to-end customer journeys to identify pain points and improvement opportunities
- Calculate Customer Lifetime Value (CLV) and Customer Acquisition Cost (CAC), and apply them to retention, loyalty, and advocacy decisions

AI-Powered Marketing Execution

- Write structured prompts that direct large language model (LLM) assistants to produce professional-grade marketing outputs
- Produce category teardowns, competitor analyses, consumer research synthesis and segmentation drafts using AI assistants
- Generate positioning territories, campaign concepts, creative briefs, and media plan skeletons with AI, compressing work that conventionally takes teams weeks
- Evaluate AI-generated marketing output for brand fit, factual accuracy, and cultural nuance
- Apply a consistent verify-before-use discipline, identifying where AI accelerates marketing work and where human judgement remains essential

CURRICULUM ROADMAP

Core

Sales and Distribution Strategy

- Design an effective go-to-market strategy for a product or service
- Analyse the economics, cost, and profitability dynamics of the channel mix
- Manage distribution operations and evaluate channel ROI
- Plan distributor and market development functions
- Structure and manage a high-performing sales force
- Design selling approaches for B2B and high-value customers

Marketing Leadership & Competitive Strategy

- Marketing Strategic Plan formulation
- Pricing for profitability
- Formulate Competitive Strategies using Porter's Generic Strategies and Blue Ocean frameworks
- Understand Corporate Strategy and its role in business model innovation
- Develop a long-term strategic marketing plan with clear KPIs and resource allocation

Digital Marketing and Social Media Strategy

- Plan and evaluate Search Engine Optimization (SEO) and Search Engine Marketing (SEM) campaigns
- Develop a cross-platform Social Media Strategy for Meta, LinkedIn and emerging platforms
- Design high-impact Content Marketing strategies for organic engagement and reach
- Evaluate programmatic advertising and the digital media buying ecosystem
- Measure digital performance using analytics and social listening tools

Marketing P&L and Investment Decisions

- Read and interpret core financial statements - profit and loss, balance sheet, and cash flow and locate where marketing appears in each
- Apply CLV, CAC, payback, and contribution margin as allocation decisions rather than reporting metrics
- Build and own a marketing P&L, connecting marketing spend to revenue, margin, and profit
- Evaluate promotion economics and apply discount discipline
- Build a marketing budget from business objectives and allocate it across brands, categories, and channels
- Reallocate spend under pressure using incrementality evidence
- Present and defend marketing investment in the language of revenue, growth, risk, and cost

CURRICULUM ROADMAP

Industry Readiness

Marketing Communication in the Digital Age

- Design an Integrated Marketing Communication (IMC) plan across omnichannel touchpoints
- Apply storytelling craft and creative content design for electronic and digital formats
- Utilise Marketing Mix Modelling (MMM) and attribution modelling for ROI analysis
- Address the personalization-privacy paradox in digital communication and ethics
- Manage brand reputation and PR in the era of viral social media cycles

AI & Predictive Analytics in Marketing

- Leverage Generative AI tools (ChatGPT, Midjourney) for automated content creation
- Apply Predictive Analytics to forecast demand, churn, and customer behavior
- Implement AI-driven Segmentation and hyper-personalization at scale
- Evaluate the ethics and mitigating bias in algorithmic marketing decisions

RAG and AI Agents for Marketing

- Explain in plain language what Retrieval-Augmented Generation (RAG) is, and why grounding AI in brand and company data matters for marketing
- Identify where RAG is deployed today, including brand knowledge assistants and conversational reporting, and recognise its fa
- Explain what distinguishes an AI agent from a prompt, and identify which marketing workflows suit agentic automation
- Decide which marketing tasks are candidates for automation and which require human judgement
- Scope a RAG or agent requirement and brief it to a product or technology team
- Evaluate vendor and internal proposals, including cost, data governance, and failure risk

CURRICULUM ROADMAP

Capstone Project

- To successfully complete the certification, students must work on a multi-dimensional Capstone Project that serves as a culmination of the 10-month learning journey.
- Objective: Develop a comprehensive end-to-end marketing strategy for a real-world business challenge, from consumer research to AI-integrated execution
- Phased Integration: The project will be broken down into periodic milestones coinciding with the completion of relevant modules (e.g., STP phase after Module 1, Digital Plan after Module 5)
- Real-World Application: Students can choose to work on a problem statement from their current organization or select from a list of IIM Lucknow industry partner case studies
- Final Deliverable: A strategic marketing pitch deck and a functional “Digital Campaign Prototype” demonstrating the use of AI-driven tools

FACULTY & MENTORS

Learn From Those Who've Done It



Prof. Rajeev Kumra

Professor of Marketing, IIM Lucknow

Prof. Rajeev Kumra was Director of TAPMI, Manipal (2023- 2025), Ex-Dean of Noida campus (2018-2020) and Dean International (2016-2018) at Indian Institute of Technology Management, Lucknow. He is currently working as a Professor of Marketing. He is the most awarded and sought-after Professor at IIMs. He has won **"Best Faculty Award at IIM-L"** for eleven years in a row, awarded 21 times at IIM-L as **"Best Course Taught"** which is a record of sorts among all IIMs, **Fabulous Education Leader Award, Dewang Mehta Award** for best teacher in marketing management. He has consulted more than 26 clients spreading across private, public and government. Some of his clients include, Lafarge cement, Abbott Pharma, Mahindra Finance, Department of Consumer Affairs to name a few. He has trained, coached and mentored more than 10,000 managers, IAS, IRS, IPS, Public sector managers at various levels including C-suite managers. In the past his MDP programs including CMO; CEO and Executive Program in Marketing and Sales have been well received. His research papers are published in a category journals. He has published more than 11 case studies at Harvard Business School. He has published a book on *"Consumer Behaviour"*. He has worked in industry for more than a decade before shifting to academia.



Dr. Ashish Dubey

Professor of Marketing, IIM Lucknow

Prof. Ashish Dubey, is a Professor in the Marketing Area of IIM Lucknow and he is currently the **Faculty-in-Charge of the IIML Enterprise Incubation Centre.** He has **20+ years of Academic, Industry and Research experience** in the fields of **Retail Management, Digital and Omnichannel Marketing, Sales and Distribution Channels and Supply Chain Management.**

Prior to joining academics, he has worked in the corporate in India and in the Middle East in various industries like Retail, Telecom, and Chemical. He has Ph.D. in Management from SJMSOM, IIT Bombay and he has publications in reputed **International Journals and National and International Conferences.**

His academic contributions include publications in international journals and presentations at national and international conferences. His research portfolio includes a funded project on Retail Analytics, case studies developed under the **Institute's Seed Money Project**, and registered working papers and teaching cases at IIM Lucknow. He has lived and worked in different states and cultures across India and Middle East.

Note: Instructors teaching your batch may change based on specific module expertise, or circumstances such as personal emergencies, unavailability, etc.

ADMISSION PROCESS

Get Started In A Few Steps

1

Apply

Submit your application with a ₹800 + GST fee.

2

Counselling & documents

Book your seat with ₹8,500 + GST and share your graduation marksheet (50%+) and 4+ years work experience proof.

3

IIM Lucknow selection

IIM Lucknow evaluates your profile and confirms selection, subject to eligibility.

4

Offer & Enrolment

Receive your offer letter and pay the balance to confirm your seat.

THEN

Inaugural session

6 December 2026

*For corporate nominations, the sponsoring organization may confirm that the participant's credentials are in order.



FEE STRUCTURE

Program Fees

Application Fee	₹800
Registration Fee	₹8,500
Program Fee	₹2,68,200
Total Fee	**₹2,77,500**

**Exclusive of GST*

Pay Your Preferred Way

Upfront Payment
Pay once, save more

₹2,68,200 + GST

Installments (exclusive of GST)
Both payments must be made before the course start

Instalment 1	Instalment 2
₹50,000	₹2,18,200

EMI Plan	Interest Rate	You Pay
3 months	6%	₹1,11,822/month
6 months	12%	₹59,076/month
9 months	15%	₹40,439/month
12 months	18%	₹31,120/month

**Inclusive of GST;*
Note: Custom EMI options are also available through our NBFC partners

OUR PROGRAMME PARTNER

About Masai

Established in 2019, Masai is an outcome-driven career school built to unlock India's untapped talent through industry-relevant education and career-focused learning. With a strong emphasis on practical application, Masai delivers project-based and hands-on programmes designed around real industry needs and evolving job markets.

Its learning ecosystem spans some of today's most in-demand domains, including Data Science, AI/ML, Full-Stack Development, Cybersecurity, Product Management, Digital Marketing and Business Analytics. Backed by proprietary learning technologies, mentorship-driven learning experiences and collaborations with leading institutions, Masai continues to bridge the gap between education and employability.





masai®

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