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TIMESPRO



NIRF Rank

#7

in Management 2025

One Programme. Dual Expertise.

Executive Programme in **Sales and Marketing**

1-Year Programme | Live Online + 7-Day Campus Immersion | ₹4,09,500/- + GST



19TH
Batch



GROOMING LEADERS SINCE 1961

Spread across a 135-acre campus, the Indian Institute of Management Calcutta (IIM Calcutta) was established as the first national institute for Postgraduate Studies and Research in Management by the Government of India in November 1961 in collaboration with Alfred P. Sloan School of Management (MIT), the Government of West Bengal, The Ford Foundation and Indian industry.

Over the years, IIM Calcutta gained a global reputation for imparting high-quality management education through its Postgraduate and Doctoral level programmes, Executive Training Programmes, and Research & Consulting activities. It is the first 'Triple Accredited' management school from India – with accreditations from the Association to Advance Collegiate Schools of Business (AACSB), the European Quality Improvement System (EQUIS), and the Association of MBAs (AMBA). It is also the only Indian business school that is a member of the CEMS Global Alliance in Management Education.

IIM Calcutta is one of Asia's finest business schools and ranked among the top management schools globally. Its strong ties to the business community, Government, and the society at large make it a citadel of learning for India's best talent and promoting best management practices for organisations in India and the world.

#1

in India for ESG and Net Zero Teaching by FT Global MBA Rankings 2026

#2

Globally for International course experience by FT Global MBA Rankings 2026

#2

in India by BT-MDRA Best B-School 2025

#2

in India by Fortune India - ACRA's Best B-School Survey 2025

MBAEx: #3

in India and #11 in Asia by QS Global MBA Ranking 2026

#53

in the World | #3 Among IIMs
Financial Times Global MBA Ranking 2026 for the MBAEx programme

#41

in the World | #3 Among IIMs
Financial Times Masters in Management Ranking 2025 for the flagship MBA programme

#83

in the World
Financial Times Executive Education Ranking 2026 for Open Programmes

#75

in the world for Custom Programmes in the Financial Times Executive Education Ranking 2026



Features among the top 100 business schools worldwide in the Financial Times Executive Education Custom Directory 2025

For Leaders Who Master the **Market**



This programme is designed for ambitious professionals ready to build a deep, integrated understanding of both sales and marketing. If you're driven to tackle modern marketplace challenges, master emerging frameworks, and understand the synergy between in-field practice and in-class learning to drive revenue, this is your next step.

You'll feel right at home if you are:



A **junior** or **mid-level** executive in sales or marketing looking to accelerate your career growth across any industry.



A **professional** in sectors like Pharma, FMCG, Banking & Financial Services, or Industrial Products aiming to gain specialised, cutting-edge skills.



A **manager** ready to take on greater responsibility for leading, motivating, and managing high-performing sales and marketing teams.

Drive the Growth That Defines Industry Leaders

The **Executive Programme in Sales and Marketing (EPSM)** by IIM Calcutta is designed for individuals pursuing a career in sales and marketing. The programme provides a strong understanding of contemporary approaches to acquiring, retaining, and growing business with various stakeholders. It focuses on 'cutting-edge' issues concerning sales and marketing practices, including brand management, services, distribution channel management, and people management. Designed for working professionals looking to strengthen their sales and marketing expertise, the curriculum blends conceptual frameworks with practical learning through real-world case studies, a marketing strategy simulation, and a capstone project.

The IIMC Advantage



1-Year
Programme



7-Day Campus
Immersion



Core & Specialised
Curriculum



IIM Calcutta
Certification



Real-World Case
Studies & Projects



Simulation Component
& Capstone Project



Executive Education
Alumni Status

Check Your Eligibility

Apply now if you are:

- A working professional or self-employed individual.
- A graduate or postgraduate from a UGC/AICTE-recognised university in any discipline, with a minimum aggregate of 50% marks.
- A professional with a minimum of three years and a maximum of 10 years of full-time paid work experience after graduation.



Attendance:

- A minimum of 75% attendance is required to complete the programme.
- Mandatory Campus Visits: Both in-person campus modules are compulsory.
- Exam Eligibility: Participants with overall attendance below 75% will not be able to complete the programme and will not be awarded any certificate.

Admission:

Application-Based: Selection is based on applicant credentials and corporate nominations.

ENROL NOW

Participant Perspectives

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"Engaging exercises and discussions broadened my perspective on business strategy and product design."

Pritam Vilas Salunkhe

Associate Product Manager at c3controls



What You Will Learn: The Curriculum at a Glance

Module 1: Fundamentals of Management	1a. Introduction to Economics • Economics for the Digital Age 1b. Corporate Financial Reporting and Auditing • Financial Acumen for Digital Sales and Marketing 1c. Introduction to Strategic Management • Porter's Five Forces • PESTEL Analysis • SWOT Analysis
Module 2: People Skills for Sales & Marketing Professionals	• Interpersonal Skills for Teams Including Virtual Teams • Emotional Intelligence in Work Settings Including Remote Settings
Module 3: Marketing Fundamentals	• Introduction to Marketing • Marketing vs Selling • Needs, Wants, Demand, and Value • Marketing Mix • Holistic Marketing • Marketing Environment
Module 4: MR & Analytics	• Introduction to Marketing Research • Marketing Research Methods and Techniques • Descriptive and Inferential Analytics • Predictive and Prescriptive Analytics

Module 5: Managing Products, Services and Brands	• Innovations in Service Design and Delivery Using Technology • Implementing Quality Management Systems in Service Industries • Introduction to Branding • Brand Management in the Digital World • Product and Brand Management in the Social Media Landscape
Module 6: Consumer Behaviour	• Digital Consumer Decision-Making Processes • The Impact of Social Media, Online Reviews, and Influencer Marketing on Consumer Behaviour
Module 7: Pricing Decisions	• Dynamic Pricing Algorithms & Strategies • Price Optimisation Models for E-Commerce
Module 8: Integrated Marketing Communications & Digital Marketing	• Marketing Communication Mix • Marketing Communication Strategy • Steps in Creating an Effective Communications Plan • Introduction to Digital Marketing & Types of Digital Marketing • Digital Marketing Strategy • Search Engine Marketing (SEM): Paid Search Marketing + SEO + Gen AI Impact on SEM • Social Media Marketing (Paid and Organic) and Influencer Marketing • Strategic Use of Social Media, Search, and Content Marketing • Branding in the Digital World: Online Brands + Creating Digital Narratives for Brand Building • Developing and Managing Digital Campaigns Across Platforms • Online Reputation Management • Integrated Marketing Communications in the Age of Influencers
Module 9: Marketing Strategy (Simulation)	• Simulating Strategic Marketing Decisions in Dynamic Markets • Innovation Management and Disruptive Strategy in Marketing • ROI of Marketing Strategies
Module 10: AI & ML for Marketing	• Predictive Analytics and Machine Learning in Marketing • Use of Gen AI in Content, Pricing and Promotions and Big Data • Creating Personalised Customer Experiences Using AI/ML • Automation and Generative AI

Module 11: CRM	• Digital Customer Relationship Management and Personalisation • Customer Lifetime Value and CLV Analysis • Integrating CRM and ERP Systems for Seamless Operations • CRM Systems and Sales Automation
Module 12: Sales & Distribution, Retailing & E-Commerce	• Designing and Managing Digital Distribution Channels • Sales Performance Metrics and KPIs • Sales Forecasting and Predictive Analytics • Sales Data Visualisation and Reporting • Sales Enablement Tools and Techniques • Managing Remote Sales Teams • Leveraging Analytics for Sales Performance Optimisation • Continuous Upgrade of Sales Plans • Omnichannel Market Analysis and Planning
Module 13: B2B Sales & Marketing	• Digital Channel Strategies and E-Commerce Solutions for B2B
Module 14: Basic Negotiation Skills for Sales	• Basic Negotiation Skills for Sales

Curriculum matrix subject to change based on emerging industry trends and academic requirements.

Participant Perspectives

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"The thoughtfully designed curriculum and engaging faculty have made my learning journey both enriching and impactful."

Prachi Singhal

Digital Marketing Manager at Numero
Uno Clothing Ltd.



Key Skills You Will Master



Identify and address the challenges of today's marketplace.



Develop a strong foundation in the conceptual frameworks of sales and marketing.



Adopt a customer and market-oriented approach to driving business success.



Understand the roles and responsibilities of managers in sales and marketing.



Build the skills to manage, motivate, and lead sales and marketing teams.



Strengthen your understanding of channel design and development.

Participant Perspectives



"The structured approach to market research and communication has enhanced my professional toolkit."

Kapil Dev Pal

ASM, Abbott



A Blended Learning Experience



Live Online Classes

Engage in core modules delivered by IIM Calcutta faculty through interactive live online sessions over one year.



Marketing Simulation

Prepare and execute a complete marketing strategy for a product portfolio in a competitive simulation.



Capstone Project

Collaborate on a compulsory, faculty-mentored group project based on a sales and marketing topic of your choice.



7-Days Campus Immersion

Participate in two mandatory campus visits featuring classroom activities, collaborative learning, and peer networking at IIM Calcutta.



Last Date to Apply: [Refer to Website](#)

Programme Starts on: **17th January, 2027** | Programme Ends on: **January 2028**

Roles You Will Be **Ready** for After This Programme



Brand Manager



Marketing Manager



Sales Manager



Sales Representative/
Team Leader/Manager



Marketing Management
Consultant



Market Research Analyst



SEO Manager



The Master Move **Collective**



TEEL's Interactive
Learning (IL) Platform



Direct-to-Device
Mode



Accessed on
Desktop, Laptop,
Tab or Smartphone



Face-to-Face Campus
Module



Live Online Lectures



Assignments,
Quizzes and Projects

Class Schedule:

Sundays | 10 AM to 1 PM

Duration:

1 Year

Attendance:

Minimum 75%

Examination Schedule:

All examinations and evaluations are held over weekends (Saturday and Sunday)



A Chance to Live the IIM Experience

- Campus Visit 1 (3 days) – Early in the programme
- Campus Visit 2 (4 days) – Towards the end of the programme
- Interactive classroom learning with IIM Calcutta faculty and peer networking opportunities

Note: Both campus visits are compulsory.



Become An Alumnus Of India's Top-Tier B-School

Earning your certificate is just the beginning. As a graduate, you will be awarded the coveted IIM Calcutta Executive Education Alumni Status, unlocking a world of lifelong benefits and connections like:

- Global alumni network
- Official IIM Calcutta email ID
- Career and project opportunities
- 5% lifelong learning discount

A Word from the
Visionaries Behind
the Programme



SARAVANA JAIKUMAR
ASSOCIATE PROFESSOR, ACADEMIC GROUP: MARKETING

Executive Programme in
Sales and Marketing



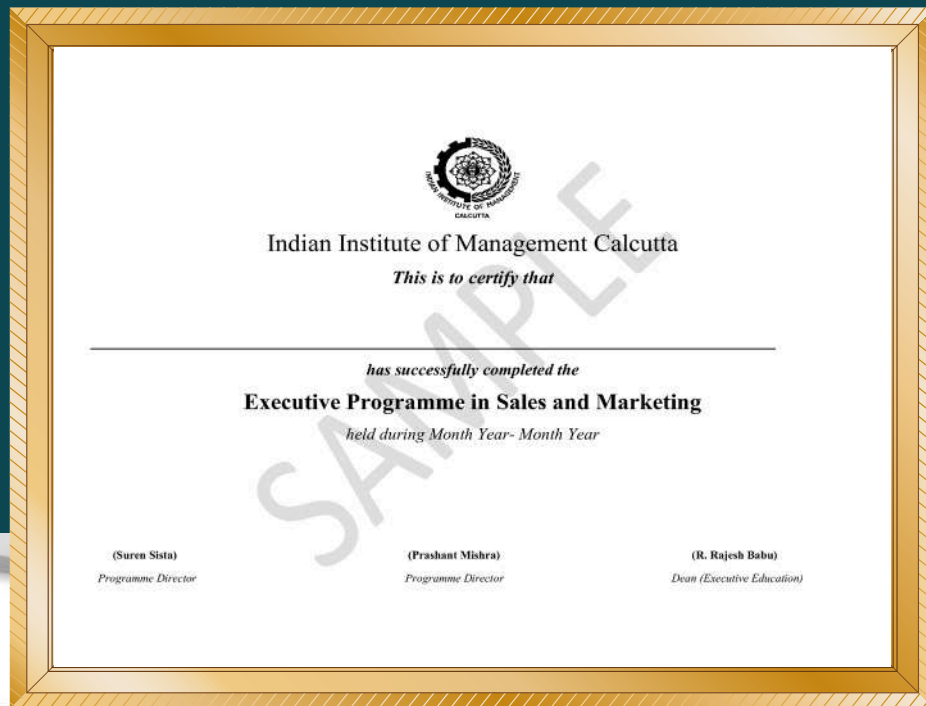
INDIAN
INSTITUTE OF
MANAGEMENT
CALCUTTA

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TIMESPRO



The Coveted IIM **Credentials**

For 18 successful batches, the **Executive Programme in Sales and Marketing** has been a launchpad for professional growth. Upon successful completion, you don't just receive a certificate; you earn a credential that carries the weight and prestige of one of Asia's finest business schools. This is your testament to dedication, expertise, and future leadership.



Past Participant Profiles

Top Job Grades

- ▶ Assistant Manager
- ▶ Deputy Manager
- ▶ Branch Manager
- ▶ Area Sales Manager
- ▶ Brand Manager
- ▶ Business Development Manager
- ▶ Key Account Manager
- ▶ General Manager
- ▶ Associate Director
- ▶ Associate VP

Top Industries



Information Technology/IT



Automotive



Marketing/Advertising/Sales



Construction



Healthcare



Mechanical or Industrial Engineering



Consumer Goods



Insurance



Farming

Participant Perspectives



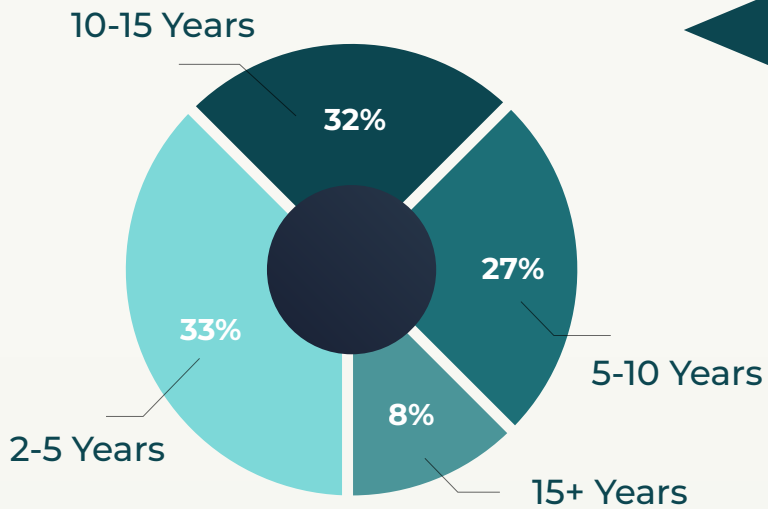
"Networking with industry professionals has opened up new opportunities and expanded my professional connections."

Shreyansh Kumar

Area Sales Manager, Abott



Work Experience



Gender:



Male : 60%



Female : 40%



Past Cohorts:

ANANDRATHI
Private Wealth. uncomplicated

OLA
ELECTRIC

Himalaya
SINCE 1930

ZEE
ZEE Entertainment Enterprises Ltd

Infosys

Johnson & Johnson

DELL
Technologies

EUREKA FORBES

BIRLA
CORPORATION
LIMITED
MP BIRLA GROUP

HDFC BANK

ITC
ITC Limited

Mahindra



Meet Your Programme Directors



Professor Suren Sista

Professor Suren Sista is a member of the Marketing faculty at IIM Calcutta, holding a Fellow (Ph.D.) from IIM Bangalore and a post-graduate degree from MICA, Ahmedabad. He was a Research Fellow at the Cambridge Judge Business School in 2010 and served as a Professor at the IAS Academy (LBSNAA) from 2016–17, training Civil Services Officers. His research focuses on Relationship Marketing, Sports Marketing, and Research Methods, and he is an Area Editor for the Journal of Indian Business Research. Active in executive education, he consults on the business of sports and entertainment and teaches courses in core Marketing, Relationship Marketing, and Competitive Marketing Strategy at IIM Calcutta.

Professor Prashant Mishra is a member of the Marketing faculty at IIM Calcutta, holding a Ph.D. in Management and an MBA from Devi Ahilya University, Indore. With over two decades of academic experience, he has been associated with IIM Calcutta since 2004, following teaching assignments at NMIMS Mumbai, Nirma University, and Devi Ahilya University.

His teaching and consulting interests include Marketing Management, Consumer Behaviour, Services Marketing, Brand Strategy, and Customer Orientation. Active in research and executive education, he has presented papers at leading international conferences, including the Academy of Marketing Science World Marketing Congress, INFORMS Marketing Conference, and the World Association for Public Opinion Research. He teaches courses in core Marketing, Consumer Behaviour, and Services Marketing at IIM Calcutta.



Professor Prashant Mishra

Programme Costs

Particulars	Amount (INR)*
Processing Fee	INR 15,000/-
Programme Fee (Incl. processing fee)	INR 4,09,500/-

Note:

- Fees mentioned above are exclusive of GST.
- *GST will be charged extra on these components.
- Any additional payment arising from changes to the applicable taxes during the tenure of the programme will have to be borne by the participants.
- Only the total fee will be mentioned on the website and all promotional material. The campus fee will not be mentioned separately.
- Books will not be couriered to international locations by the Institute. Books for international participants will either be couriered to an Indian address or provided as an e-book.

Instalment Schedule

Instalment	Date	Amount (INR)*
Installment 1	Within one week of offer roll out	INR 94,500 + GST
Installment 2	06 th March, 2027	INR 1,00,000 + GST
Installment 3	06 th June, 2027	INR 1,00,000 + GST
Installment 4	06 th September, 2027	INR 1,00,000 + GST



APPLY NOW

TimesPro: Empowering Career **Growth**



Established in 2013, we are the award-winning H. EdTech initiative of the Times Group, catering to the learning needs of Indians with aspirations of career growth. We offer a variety of created and curated learning programmes across a range of categories, industries, and age groups. They include employment-oriented Early Career courses across BFSI, e-commerce, and technology sectors; Executive Education for working professionals in collaboration with premier national and global educational institutions; and Enterprise Solutions for learning and development interventions at the organisational level. TimesPro strives to embody the values of Education 4.0: Learner-centric, industry-relevant, role-specific, and technology-enabled, with a goal of making learning accessible for anyone who seeks to grow.

Industry relevant curriculum by best-in-class faculty | Interactive sessions with state-of-art LMS
IIMs and IITs as course partners | 1,00,000+ alumni community

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