ABOUT THE INSTITUTE

The Indian Institute of Management Kozhikode (IIMK) is the fifth IIM, established in 1996 by the Government of India in collaboration with the Government of Kerala. With campus infrastructure fully operational now, it is fast emerging as an internationally reckoned, fully integrated, management institute of higher learning. The Institute seeks to inculcate a spirit of lifelong learning and aspires to strengthen the capabilities of integrating concepts with applications and values. It contributes towards the development of communities of dependable, capable, caring and fair-minded people.

The Institute covers a wide range of academic activities in the field of management:

- Research and Publication
- Post Graduate Programme (PGP) – two year fulltime residential programme
- Management Development Programme (MDP) – short term residential programmes in advanced management topics for middle, senior and top level managers
- Interactive Distance Learning Programme (IDL) – Satellite Technology enabled, short and long (up to one year) duration programmes for working Executives
- Faculty Development Programme (FDP) – short term programmes for management teachers
- Fellow Programme in Management (FPM) – It aims at developing top quality researchers and faculty resources for academic institutions including IIMs.
- International Exchanges Programme (IEP) – IIMK’s International Exchange Programme, apart from promoting Student Exchanges, places a great emphasis on faculty exchange between partner institutions.
- Conferences and Seminars

The programmes of the Institute are designed to respond to the intellectual capital requirement of business and industry. Notwithstanding the IIM brand equity, IIMK is ever mindful of the “Icarus Paradox”. Imitation has been replaced by innovation, and the constant endeavour is to be better than the best.

The Institute strives to develop an innovative academic environment through the synergy between faculty, students, industry, and technology. The Institute encourages constant interaction with the industry and other leading management/research institutes. It draws from the experience of the industry leaders and leading management researchers by regularly inviting them to the Institute.

The MDPs cater to contemporary issues in the practice of management. These are based on the research and consulting experience of the faculty of IIMK and provide insights into real life problems faced by managers.

THE CAMPUS

IIMK is located at Kozhikode, Kerala, the ‘God’s Own Country’, made famous by the entry of Vasco Da Gama to India, and is 15 km from Calicut Railway Station and 38 km from Calicut Airport. The Institute Campus has been developed in the scenic ambience of approximately 96 acres of land in the Kunnamangalam locality of Kozhikode. The site comprises of two hillocks with a valley in between. The panoramic view from the hilltop is a visual delight and conducive for learning and contemplation. The design of the Campus is aimed at preserving the existing ambience, and incorporates the strong architectural traditions of Kerala.
FOR WHOM
The programme is targeted for the middle level executives like Product/Brand Manager, Sales Manager, Marketing Analyst and so on. The programme is also designed to suit the executives from non-profit organisations with interest in rural markets. Middle managers from other functional area or a non-marketing background who support the marketing activities would also find the program relevant.

OBJECTIVE
The objectives of the programme is to explore the potential of rural markets, critically analyse the rural market opportunities so as to formulate better marketing programmes. Discussion would also involve issues related to segmentation, targeting, and position and other key strategic issues of rural markets for both profit and non-profit organisations.

COVERAGE
The programme covers some of the key aspects of rural marketing; both conceptual and application. The discussion would center around some of the key issues like; Understanding what is ‘rural’ ‘market’
• Analyzing rural market potential
• Environment scanning of rural markets (competitive analysis and consumer behaviour)
• Developing market oriented product, price, place and promotion elements
• Rural marketing in developmental framework

PEDAGOGY
A judicious mix of conceptual discussions, case studies and exercises. The programme will be intensive and would require active involvement of the participants.

DATE & VENUE
This programme will be held during December 14-16, 2008 at IIMK Campus, Kunnamangalam, Calicut. Accommodation will be provided on a twin sharing basis in the IIMK Guest House.

LAST DATE
Nomination forms duly filled along with the Course Fee should reach the MDP Office latest by December 04, 2008.

FEE
Residential : Rs.15,000.00
Non-Residential : Rs.12,000.00

The fee is to be paid in advance by Demand Draft drawn in favour of “Indian Institute of Management Kozhikode” payable at “Kozhikode” (or Calicut). The fee covers course materials and working lunch, and for residential participants breakfast and dinner in addition to lodging.


CO-ORDINATORS
Prof. Sanal Kumar Velayudhan and Prof. G. Sridhar

For any further clarification or information please contact:
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LAST DATE FOR RECEIPT OF APPLICATION: DECEMBER 04, 2008