



Programme on

Financial Tools for Marketing Effectiveness

Friday, March 15, 2019 • 9.30 a.m. to 5.00 p.m.

Venue: Torrent-AMA Management Centre, Core-AMA Management House, ATIRA Campus, Ahmedabad 380 015

Background: Companies while making huge marketing investments should ensure that the investments are producing the returns. Cost benefit analysis of marketing programs are absolutely essential to achieve the financial objective for the marketing function.

Objectives of the programme: To explore the interrelationship and interdependence between the marketing and finance functions. To explore how financial and marketing cost analysis can support and assist the marketing operations

Methodology: Interactive lectures; Case studies; Examples and illustrations; Experience sharing

For Whom: The programme will be of immense value for marketing professionals including Product managers, Advertising managers, Distribution managers, Marketing coordinators, Owner managers, Profit centre managers and finance professionals responsible for assisting and supporting marketing operations

Course outline:

1. Financial objective for the marketing function
2. Strategic marketing planning
3. Developing marketing budgets
4. Product decisions-New product decisions, Product mix decisions and product Prunning decisions
5. Pricing decisions
6. DCF analysis in Marketing decisions
7. Valuation of brands
8. Evaluating the effectiveness of advertising
9. Evaluating the effectiveness of product managers
10. Marketing Control-Reporting of profitability product wise, division wise and territory wise
11. Working capital control in marketing operations
12. Variance analysis in marketing operations
13. Marketing Audit
14. Conclusions

Faculty: The programme will be conducted by **Mr. A. R. Parasuraman**

M.Com., FCMA, ACS, DMS, MFM(JBIMS). He has presented management seminars for over 1000 multinational, national, and public and private sector companies in India. Mr. Parasuraman has 20 years of industrial experience in Electronics, Power, Textiles, Pharmaceuticals and TATAS.

Fee: Rs. 1600/- per participant inclusive of GST. Concession for Member 10%, Patron Member 20%. Fee includes course fee, cost of reading material, lunch & refreshment. The cheque may please be drawn in the name of 'Ahmedabad Management Association.'

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REGISTRATION FORM: Please fill-in and return this form along with participation fee to:

Ahmedabad Management Association, Dr. Vikram Sarabhai Marg, ATIRA Campus, Ahmedabad 380 015.

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E-mail: ama@amaindia.org • Website: www.amaindia.org • Android Mobile App: AMA-Ahmedabad amaIndia.org

Cheque should be drawn in favour of "Ahmedabad Management Association".

Name(s)	Position
1.	
2.	
Organization:	
GST No.:	AMA GST No.: 24AAATA 5881D1Z0
Address:	
	Pincode No.
Telephone(s):	Mobile:
E-mail: <input type="text"/>	