The boundaries on a map of the world are only political in the twenty-first century. The whole world today is a giant market place.

Competitors invade from across the seven seas with containers of cash and assault rifles, ready, willing and able to blast away anyone blocking their invasion. Two additional ‘P’s’ – Public and Politics have been added to the four traditional ‘P’s of marketing mix.

To exist and forge ahead in a very complex global market, traditional ways of marketing are fast becoming obsolete. The modern business must be street-smart, innovative and creative.

This unique programme will be piloted by a truly street smart faculty – Mr. B.N. Dastoor.

Mr. Dastoor, over the past thirty-five years, has guided many enterprises to grow and thrive – pharmaceuticals, FMCG, IT, newspapers, furniture makers, hospitals, hotels etc. He does not have any formal degrees in management, not even a post graduate diploma, but has been awarded merit certificates by two of the world’s top business universities – Stanford and Arizona State. He is the author of over a hundred books.

Topics include:
- Marketing scenario of our century of uncertainty, volatility, and globalization
- Difference between marketing and selling
- 6 ‘P’s of marketing
- Customer expectations
- Creativity in marketing
- Relationship marketing

Fee: Per programme Rs.800/- per participant.