

Five Days GIAN course on  
**Value-Based Marketing**

Organized by  
Department of Management Studies, NIT Trichy

**19-23 December 2022**

### About GIAN

The Government of India, through Ministry of Education has initiated a scheme, Global Initiative of Academic Networks (GIAN), to increase the footfall of reputed international faculties in Indian academic institutes to augment the country's existing educational resources and to elevate India's scientific and technological capability to the global level.

### NIT Trichy

The National Institute of Technology, Trichy, is a premier Technical Education Institution which offers courses on Engineering and Technology, Management, Architecture, and Social Sciences. NIT Trichy is ranked first among all NITs across the nation and secured 8<sup>th</sup> position in Engineering in the India Rankings 2022 released by NIRF, Government of India.

### Management Studies

The Department of Management Studies started in 1978 and is one of India's oldest, most well-known, and best-rated B-Schools. It aims at developing managers and entrepreneurs of essence and excellence through a comprehensive curriculum. The department has produced best-in-class Corporate Leaders, Managers, and Entrepreneurs since its inception.

### Overview and importance of the course

Marketing is a process of creating value and delivering it profitably and effectively by communicating the brand's value proposition to engage customers. India's ever-changing socio-cultural phenomena transform how its citizens prioritize their time and spending habits. The convergence of technology, changing trends, and competition among brands has created the scope for value-based marketing.

This GIAN course focuses on how firms generate value through innovation, different value chain processes, digitization and interaction between companies and customers. This course aims to familiarize the participants with the latest concepts, tools, and techniques of Branding, Marketing, and Consumer insights into how successful companies across the world create better customer experiences with a combination of human touch and technology to reach the goal of Marketing 5.0.

### Target Audience

UG and PG students of Management and Social Science, Research Scholars and Faculty from Management and Social Science disciplines, Working Professional, Entrepreneurs, NGOs, and members of SHG.

### Program modules

#### Module 1:

- ✓ Value-Surplus: A Core Concept in Marketing
- ✓ Customer Share of Value-Surplus: Implications for Marketing
- ✓ Innovative Marketing Strategies
- ✓ Resources, Customer Preferences: Value-Based Approach
- ✓ Marketing Template 5Cs - A Value Surplus lens
- ✓ Consumer Insights for Branding and Advertising.

#### Module 2:

- ✓ Levers and Dials in Marketing
- ✓ Value Surplus - based analysis of Customers
- ✓ Value Generation and Brand Engagement
- ✓ Customer Acquisition and Retention
- ✓ New Business Opportunities and Development
- ✓ 4Ps: A Value-surplus Perspective.

Date of the Course: **19-23 December 2022**. Mode: **Offline/Physical**.

**Registration Process:** All interested participants are requested to register in the GIAN portal (<https://gian.iitkgp.ac.in/>) by paying one-time registration fee of Rs 500/- to apply for GIAN courses. After that, participants should select this course and confirm their registration. The link to pay the below-mentioned Registration fees through SBI Collect will be sent to the candidates who registered for this course in the GIAN portal. **The last date for Registration is 9 December 2022.**

#### Course Registration Fees:

UG, PG Students	Rs 500/-
Research Scholar and Faculty	Rs 800/-
Other participants	Rs 1500/-
Participants from other countries	100 US Dollars.

#### Course Faculty

**Dr. Parthasarathy Krishnamurthy** is the Larry J. Sachnowitz Professor of Marketing and Director of the Institute for Health Care Marketing at the C. T. Bauer College of Business at the University of Houston. His primary research interest is consumer behavior and decision-making, especially in the field of health decisions.

His expertise includes understanding and predicting customer retention, engagement, and choice, designing and evaluating interventions and measures, drawing insights from large datasets, and extensive experience with SAS®, Qualtrics®, positive psychology, behavioral science, marketing, and consumer psychology. He has published in various peer-reviewed consumer and marketing-focused journals, such as the Journal of Consumer Research, Marketing Science, Organizational Behavior, and Human Decision Processes. He consults with various organizations, including the Food and Drug Administration and Stanford University.



**Dr. G. Muruganatham** is working as Professor in Management Studies at the National Institute of Technology, Tiruchirappalli. He has a blend of experience in corporates such as CIPLA Ltd and DABUR India Ltd and academic expertise with renowned institutes. His areas of interest in teaching, research, and consultancy include branding, consumer insights, and quality management. He has garnered best paper awards for presenting his research work in the United States, the United Kingdom, Australia, and India. His research works are available in Emerald, Inderscience, and Taylor and Francis. He now serves as the Head of the department of Management Studies at NIT Trichy.



**Accommodation Facility:** Limited accommodation facility is available at the Guest House and Hostel on a payment basis for outstation participants on a first-come, first-serve basis.

#### Course Coordinator

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