

Computerized Marketing Management System

A Manager's Perspective

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Introduction



This course not only trains the students to use a computerized Marketing system and get a hands on experience of the automated processes, it goes much beyond to train them as managers and future heads of departments to become a proactive and intelligent partner in the automation process. It aims at making them IT savvy so that they can not only use IT to their best advantage, but get the best of IT folks by skillfully interacting with them and becoming an equal partner in the IT game.

Today, there is a big divide between Managers who are IT Aware and those who are not. This course will make them ready for the IT-Driven Corporate World as a skilled Marketing user, Process Automation consultant, Marketing System Implementer, Marketing Automation Expert and Marketing Manager.

Objectives

To make students capable of not only using the computerized Marketing package, but as managers, ensure efficient, smooth and flawless use of Marketing Information System in their department and also contribute to the entire company by learning a unique skill as catalysts to IT Driven change.

To make the students better Marketing professionals, better Marketing Managers and better contributors to the Company in today's IT-Driven Corporate World.

Description

It is not just enough for Marketing MBA students to know the Marketing processes. With most organizations opting for computerized processes, students need to be familiar with the automated Marketing processes. There is more demand for professionals with exposure to automated business processes, and more so for those with hands on training on some Marketing systems.

Whereas most courses on automated processes cover the routine stuff like familiarizing the students with application packages like Marketing Information System or ERP, this course goes much beyond. Since it

comes from Prem Kamble, a CIO with over 25 years of industry experience, it aims to equip the MBA students with all aspects of automation that their job will demand - not only as Marketing executives, but also future Marketing managers and as Marketing Department Heads.

With his very close interactions with users and keen observations of people during his tenure as CIO, Prem Kamble knows that software users need to play different important roles in the automation process apart from simply using the product effectively. MBAs not only need to know the nitty-gritty's of using the product optimally, they should be able to perform the role of Marketing Business Analysts to improve automated processes, to define the specifications of automated Marketing processes in case they are part of the implementation team. Most important of all, they need to be able to, as managers and future Heads of Marketing, be able to manage the transition to automated systems which is often the most difficult last mile of any automation project.



When Marketing Information System is implemented in your department, you as Marketing managers will play a very critical role which is more important than the role of IT Manager when it comes to the success or failure of the implementation process. This course will make you capable to effectively play that important role as a prime driver of change in your department.

So the course prepares the students to be effective users, IT-Driven change managers, effective business analysts to define and improve automated processes within their department. They will be able to smartly and intelligently interact with the IT folks to get the best out of them. They can also take up roles as Business Analysts or Functional Specialists in IT companies.

Key Benefits

1. Firstly, students will become familiar with computerized Marketing systems so that they are comfortable working in an environment in a company where they use Computerized Marketing system.
2. They will understand the intricacies of a computerized application
3. Students will not only be proficient in using the package, but in suggesting improvements.
4. Students will know the intricacies of IT Transition from a manual system to computerized system so that they can intelligently interact with the IT folks to successfully implement Marketing system.
5. Implementation of new system is a very difficult process. There are 70-80% failures in implementations. The students will be capable to be catalysts in the implementation of not only Marketing system but any other IT driven change
6. Students will learn how to manage a Department with automated Marketing system
7. They will learn not only how to use the package to their advantage, but as managers, how to lead efficiently, and make the best use of IT for their department as leaders in the department.
8. Interested students can also take up a role of Business Analysts for Marketing processes in IT companies

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