



**MDI**  
MURSHIDABAD

Management  
Development  
Institute



# MANAGEMENT DEVELOPMENT INSTITUTE MURSHIDABAD

## THREE DAYS MANAGEMENT DEVELOPMENT PROGRAMME

### ON

## EMPOWER YOUR TEAM WITH INTERNAL MARKETING

### 9TH - 11TH DECEMBER, 2024



#### OBJECTIVES OF THE PROGRAM

Not just external customers but marketing to internal customers such as employees of a company is equally important. By increasing brand awareness among staff, employees become more informed about the business and its values. This deeper understanding enables them to effectively communicate these values to customers, ultimately aiding the company in achieving its objectives. In this way, internal marketing is a key to employee engagement. A well-engaged team communicates better, leading to improved teamwork and problem-solving. Effective internal marketing engages and transforms employees into brand advocates.



#### THE TARGET PARTICIPANTS

Entry, Middle, and Top-Level Executives working in public, private, joint, and cooperative sector companies



#### LEARNING OUTCOMES

This programme intends to

- Improve employee engagement in the workplace
- promote the internal branding campaigns
- train employees for better customer service
- lead and motivate the team to excellence



#### PROGRAM CONTENTS

- Brand Education
- Internal Marketing Mix
- Team Building & Communication
- Employee Recognition
- Employee Engagement & Involvement
- Customer Service Excellence



#### PEDAGOGY/METHODOLOGY

An appropriate mix of interactive lectures, case studies, and real-world practical exercises.



#### FACULTY

**Dr. Shivani Saini**  
Assistant Professor, Marketing



#### VENUE AND DURATIONS

Offline-MDIM Campus, 3 days duration-December 9, 10, & 11, 2024.



#### PROGRAM FEES

₹7500/day/participant + applicable GST

\*Lodging on a twin-share basis and boarding Inclusive

**Note: The program will be conducted only if there is a minimum enrollment of 20 participants. In the case of insufficient enrollment, the program fee will be refunded to enrolled candidates.**



## PROGRAM DIRECTOR

**Dr. Shivani Saini**

Assistant Professor, Marketing



Dr. Shivani Saini is an Assistant professor in the Marketing Area at the Management Development Institute (MDI) Murshidabad, West Bengal, India. She is MBA (Hons.), Ph.D. in Business Management, and UGC-NET qualified. She holds her doctorate in marketing from Dr. B R Ambedkar National Institute of Technology, Jalandhar, Punjab, India. She has over seven years of teaching experience in renowned management and engineering institutes. She has authored various national and international publications in ABDC, ESCI, and Scopus-indexed journals, including a book on Consumer Experience Management titled "Revolutionizing Business Marketing through Experience Mix: Designing and Managing Perfect Customer Experiences". She has also presented at reputable national and international management conferences. Her research interests are Customer Experience Management, Customer Relationship Management, Consumer Behaviour, and Sustainable Management.



Certificate of participation shall be provided after the completion of the course and submission of course feedback

## CONTACT INFORMATION



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