



भारतीय प्रबंध संस्थान मुंबई
Indian Institute of Management Mumbai



Executive Certificate Program in *Strategic Sales & AI-Driven Marketing*

From Strategy to AI: Elevate Your Sales and Marketing Impact

#6 in Management Category, NIRF 2025



6 months | Live Interactive Online Sessions



About IIM Mumbai

Established in 1963 as NITIE with support from the UNDP and ILO, IIM Mumbai has consistently ranked among India's top B-schools, securing 6th place in the NIRF 2025 Management Rankings. The institute develops skilled professionals across Operations, Analytics, Finance, Marketing, Project Management, HR, IT, and Sustainability Management.

Located in India's financial capital, the campus is surrounded by lakes and lush greenery, earning the moniker "God's Own Campus". With over 60 academicians and 1,200 students, IIM Mumbai blends rigorous academics with practical industry exposure, preparing leaders for nation-building and business excellence.

IIM Mumbai offers Master of Business Administration (MBA), MBA (Operations and Supply Chain Management) and MBA (Sustainability Management). IIM Mumbai, in collaboration with IIT Delhi, also provides Post Graduate Diploma to executives currently working in the Industry via the Visionary Leaders for Manufacturing Programme (PGPEX-VLFM) and One-Year Post Graduate Program for Executives.

Under the leadership of Prof. Manoj K. Tiwari - Director, IIM Mumbai drives capacity building in Logistics and Supply Chain Management to support the Viksit Bharat 2047 vision. Students benefit from interactions with industry leaders, international faculty from institutions like MIT and Kellogg, and immersive exposure through centers like the Ashwin Mittal Centre of Excellence in Advanced AI Solutions for Business Decisions, Centre for Innovation Incubation and Entrepreneurship, Centre for Logistic and Supply Chain Management & others.

About the Program

The Executive Certificate Program in Strategic Sales & AI-Driven Marketing by IIM Mumbai is a 6-month journey crafted for mid to senior-level professionals, entrepreneurs, and business leaders. Through live online sessions and an immersive 2-day campus experience, you will sharpen your strategic sales acumen, unlock the power of AI-driven marketing, and master customer relationship management with data-backed insights. Real-world case studies, simulations, and industry projects ensure you gain actionable knowledge that can be immediately applied to drive business impact.

Who Is This Program For?

This program is ideal for professionals aiming to lead sales and marketing functions strategically and leverage AI for growth:

- **Sales Professionals:** Territory, Area, or Regional Managers seeking strategic expertise.
- **Marketing Executives:** Digital, Brand, or Content Managers mastering AI-driven marketing.
- **Business Development Managers:** Focused on customer acquisition and growth.
- **Entrepreneurs & Business Owners:** Scaling businesses through innovative sales and marketing strategies.
- **Career Switchers:** Professionals transitioning into sales/marketing roles.
- **Mid-Level Managers:** Aspiring leaders in sales, marketing, or CRM.



Key Program Details

Duration	6 Months
Live Sessions	90 hours (72 Hours Online + 18 Hours Campus Immersion)
Mode	Online
Course Fee	2,00,000 + GST
Schedule	Sundays, 09:30am – 12:30pm
Campus Immersion	A two-day in-person session at IIM Mumbai
Program Commencement Date	6th June, 2026

Eligibility

- ▶ **Educational Qualification:** Bachelor's degree or equivalent (10+2+3) with at least 50% marks from a recognized university. Diploma holders with relevant experience may be considered.
- ▶ **Work Experience:** Minimum 3 years in sales, marketing, business development, or related fields.
- ▶ **Targeted Roles:** Professionals in sales, marketing, digital marketing, CRM, entrepreneurs, and business owners.

Why Choose IIM Mumbai?



Prestigious Certification

Receive an Executive Certificate from IIM Mumbai, one of India's top-ranked management institutes, enhancing your professional credibility and recognition in the industry.



Executive Alumni Status

Earn the distinguished executive alumni status, connecting you to a growing network of accomplished professionals and industry leaders.



Campus Immersion

Participate in a 2-day on-campus experience at IIM Mumbai, providing direct interaction with faculty and peers, and exposure to real-world sales and marketing scenarios.



Industry-Relevant Curriculum

Gain practical skills in strategic sales, AI-driven marketing, customer relationship management, and data-driven decision-making through case studies, simulations, and projects.



Distinguished Faculty

Learn from IIM Mumbai's faculty and industry experts, who bring academic rigor combined with actionable industry insights.



Capstone Project

Put your skills to the test with a capstone project, tackling real-world sales and marketing challenges using AI-driven strategies and data-backed insights.



Networking Opportunities

Connect and collaborate with a diverse cohort of sales, marketing, and business leaders, gaining insights and building a strong professional network.

Rising Demand for AI Skills

86% Senior business leaders have deployed AI to enhance or create new revenue streams.
Source: Tata Consultancy Services

30% Increase in conversion rates is achieved through AI-powered personalisation and predictive selling.
Source: Boston Consulting Group (BCG)

50% Sales forecasting accuracy improves by up to 50% when AI-driven analytics are used instead of manual methods.
Source: McKinsey & Company

88-90% Indian CEOs see upskilling as necessary to be future-ready
Source: EY CEO Outlook Pulse Survey 2025



Program Objectives

Develop expertise in strategic sales management and customer relationship building.

Master AI and machine learning applications for personalized marketing.

Enable data-driven decisions through analytics and performance metrics.

Align sales and marketing functions for organizational success.

Provide practical exposure via case studies, simulations, and projects.

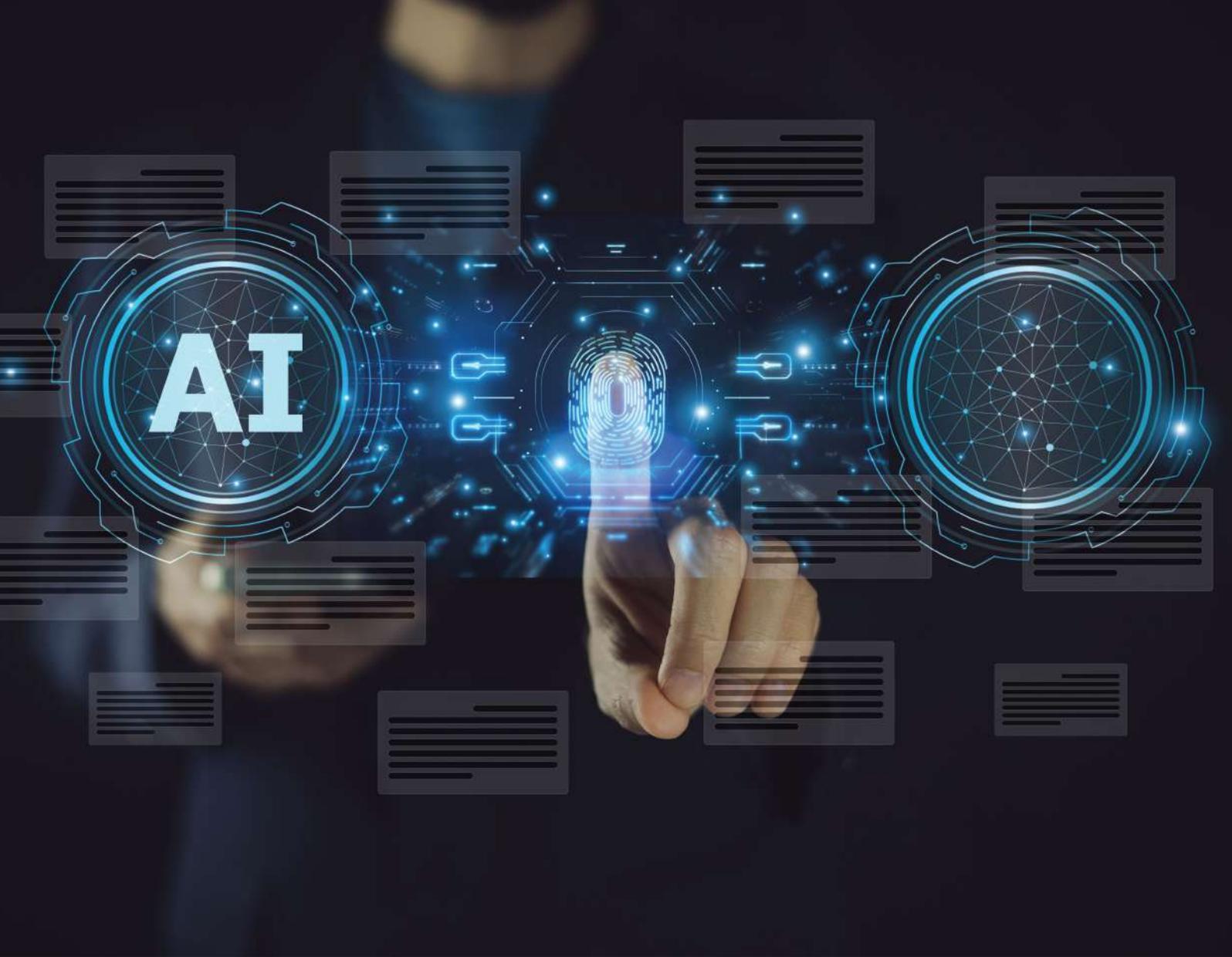
Privileges that Power Your Learning Journey

Digital Learning Resources: Access to soft copies of one textbook or case study.

Institute Email ID: Official IIM Mumbai email ID provided for the duration of the program.

Library Access: On-campus access to IIM Mumbai's extensive library resources.

Alumni Status: Earn the prestigious Executive Alumni Status of IIM Mumbai upon completion.



Learning Outcomes

Strategic Sales Leadership

Build the capability to lead sales functions with a strategic, value-driven approach.

AI-Driven Marketing Excellence

Apply AI and machine learning to improve targeting, personalization, and marketing effectiveness.

Sales-Marketing Integration

Strengthen alignment between sales and marketing in an AI-enabled business environment.

Data-Backed Decision Making

Use analytics and performance metrics to drive informed sales and marketing decisions.

Customer Experience & Relationship Impact

Leverage AI insights to enhance customer engagement, retention, and lifetime value.

Program Modules

Representative Topics

Module 1: Foundations of Strategic Sales Leadership and AI-Driven Marketing

- Why Sales Leadership Is Now a Strategic Imperative.
- Distinguishing Sales Management from Strategic Sales Leadership.
- Foundations of AI-Driven Marketing.
- Reframing the Sales–Marketing Interface in an AI World.
- Customer Value, Trust, and Ethics in AI-Enabled Marketing.
- Strategic Sales Decision Domains.
- Strategic Role of Sales in Firm Value Creation.

Module 2: Marketing Research, Consumer Behaviour & Strategic Sales Management

- Market Research Techniques.
- Understanding Consumer Behaviour.
- Sales Strategy Formulation and Market Alignment.
- Customer Value Proposition and Consultative Selling.
- Sales Force Architecture and Organizational Design.
- Strategic Sales Talent Management.

Module 3: Strategic Sales Leadership

- Strategic Sales Leadership Mindset.
- Key Account and Relationship Strategy.
- Strategic Negotiation and Pricing Leadership.
- Leading Sales Transformation and Change.
- Ethics, Governance, and Risk in Sales Leadership.
- Future of Sales Leadership.
- AI companions and digital sales agents.

Module 4: Foundations of AI-Driven Marketing

- AI-Driven Marketing Attribution.
- AI in Market Sensing & Insight Generation.
- AI in Segmentation, Targeting & Positioning.
- AI in Product & Innovation.
- AI in Pricing & Revenue Management.
- AI in Distribution & Channel Management.
- AI in Integrated Marketing Communications.

Module 5: AI-Driven Customer Experience & Personalization

- Sentiment Analysis & Social Listening.
- Customer Lifetime Value (CLV) Prediction.
- Hyper-Personalization in Customer Journeys.
- Contextual Nudging & Behavioral Triggers.
- Emotion AI, Voice AI, and multimodal CX.
- Managing the personalization–privacy paradox.
- Predictive Churn Analysis & Prevention.

Module 6: Strategic AI Leadership, Ethics & Future Trends

- Developing an AI Marketing Roadmap.
- Data Privacy & Compliance.
- Identifying & Mitigating Algorithmic Bias.
- Human–AI Collaboration Models.
- Measuring the ROI of AI Initiatives.
- Future Trends: Agentic AI & Automation.

Program Structure



90 hours
Certificate Program



72 Hours
Live Online Sessions



18 hours
On-Campus Immersion



6 Program Modules
Including a two-day on campus immersion



Pedagogy & Delivery

The program employs a dynamic and practical pedagogy:



Case Studies

Real-world cases for practical understanding.



Simulation-Based Learning

Sales and marketing simulations for decision-making.



Live Masterclasses

Sessions with IIM Mumbai faculty and industry experts.



Capstone Project

Group and individual projects applying concepts in real scenarios.



Activity-Based Learning

Quizzes and group discussions.



Online Delivery

Weekend classes (3 hours/week).



Peer Learning

Networking with diverse professionals.

Executive Alumni Benefits:

- Invitation to all Institute events (Annual Alumni Meet)
- Alumni Membership Card for easy access to the campus
- Offline Library Access (when in campus)
- MDP Guest House Stay at Special Rates for Alumni

Fee Structure

Particulars	Amount (₹)
Application Fee	₹ 2,000
Course Fee	₹ 2,00,000* + GST

*Course fee excludes Application Fee.

Fee Schedule

Installment	Installment Date	Amount (₹)
I	Within 3 days of releasing the admission letter	₹ 1,00,000 + GST
II	By 17th May, 2026	₹ 1,00,000 + GST

Refund Policy

- No refund shall be made after the commencement of the program.
- In special cases, both parties may, by mutual consent, decide to grant a refund with or without imposing any penalty.

Assessment & Evaluation Structure

- ▶ The assessment includes Online quizzes, assignments, and a capstone project presentations & comprehensive examination of 2 hrs.
- ▶ The participants will have to secure a minimum pass marks 60% in the overall evaluation components (continuous assessment & comprehensive examination).
- ▶ A minimum of 75% attendance is a prerequisite for the successful completion of this program.



Program Certificate



Admission Process

How do I enroll for this Strategic Sales & AI-Driven Marketing ?



Program Coordinators



Prof. Sanjeev Verma

Professor, Marketing

Indian Institute of Management Mumbai

Dr. Sanjeev Verma is a Marketing Professor at the Indian Institute of Management (IIM), Mumbai. Dr. Verma holds an MBA and a Ph.D. in Marketing.

Dr. Verma's teaching/research interests are Strategic Marketing, AI in Marketing, Marketing Analytics, and Marketing Research. Dr. Verma is an active researcher, and his papers have been published in top-tier international journals of repute like California Management Review, Journal of Interactive Marketing, Psychology and Marketing, International Journal of Consumer Studies, Marketing Intelligence and Planning, Technological Forecasting and Social Change, Tourism Review, Journal of Marketing Communications, Journal of Internet Commerce, Journal of Global Marketing, International Journal of Marketing and Philanthropy etc.

Dr. Sanjeev Verma stands out as a vivid trainer and consultant, having provided consultancy to a wide spectrum of leading companies such as S.C. Johnson, Garden Vareli, Hinduja Hospital, GlaxoSmithKline, Ranbaxy, IOCL, BPCL, HPCL, MSPGCL, Subros, EMCO, Owens Corning, IPCA, SRF, Dorf Ketal, Alok Industries, and Apollo Logistics Solutions. His expertise extends to designing and delivering impactful training programs for executives across diverse industries, including Motilal Oswal Financial Services Ltd., Indira IVF Healthcare Ltd., Larsen & Toubro, Axis Bank, NTPC, BHEL, BEL, HPCL, and Birlasoft, reflecting his versatility in bridging academia with real-world business excellence.

Dr. Verma's academic and research achievements have earned him a place among the top 2% of scientists globally, a recognition bestowed by Elsevier and Stanford University. Dr. Verma also ranked among the top 2 percent of Highly Ranked Scholars by Scholar GPS. Dr. Verma is also recognized in the Marketing Big 15 global ranking, which acknowledges top scholars worldwide for their outstanding publication output and academic influence in Marketing. Dr. Verma has been honored with the Best Professor in Marketing award by the Higher Education Forum, the Outstanding Management Teacher Award by AIMS International, the Best Professor in Marketing award by DNA and the Star Group Innovative Education Award, the Outstanding Faculty Award by the World Education Congress, and the Best Professor in Marketing Award by B-School Affaire.



Dr. Amit Kumar Das

Assistant Professor

Indian Institute of Management Mumbai

Dr. Amit Kumar Das is an accomplished academic and researcher with a strong interdisciplinary background spanning engineering, analytics, and business applications. He earned his Ph.D. in Mechanical Engineering from the Indian Institute of Technology (IIT) Kharagpur in 2021 and subsequently completed his post-doctoral research at Nanyang Technological University (NTU), Singapore, in 2022. His academic training is complemented by over six years of diversified industrial experience, which has shaped his applied and practice-oriented research perspective.

Currently, Dr. Das serves as an Assistant Professor at the Indian Institute of Management (IIM) Mumbai, where he is actively engaged in teaching, research, and academic development. His research interests include intelligent optimization, smart manufacturing systems, and the application of artificial intelligence and machine learning techniques to business and managerial decision-making. His work focuses on developing data-driven, scalable solutions to complex operational and strategic problems.

Dr. Das has made significant contributions to the field of computational intelligence and applied analytics. He has authored 31 research articles in internationally reputed peer-reviewed journals and has presented his work at several leading international conferences. In addition to scholarly publications, he holds a copyright for a software algorithm, reflecting the practical and translational impact of his research.

An active member of the scholarly community, Dr. Das regularly serves as a reviewer for several high-impact international journals. Through his combined roles as researcher, educator, and industry-oriented academic, he continues to contribute meaningfully to advancing knowledge at the intersection of technology, analytics, and business.



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Get In Touch With Us

For registration and any other information please get in touch with us at

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