



## MADRAS MANAGEMENT ASSOCIATION

Presents

One Day Workshop on

# Modern Marketing & Business Growth

Date :Friday, 14th November 2025

Time : 10:00 AM - 5:30 PM

Venue : Madras Management Center, Chennai.

## Introduction

In today's fast-paced digital business environment, traditional marketing concepts like "Brand Presence" and "Brand Recall" have become textbook terms—often overshadowed by the relentless flood of distracting content on digital platforms.

Our latest insights reveal critical challenges that businesses face:

**Customer Acquisition Costs (CAC)** are soaring, consuming nearly **60% of marketing budgets**, making growth increasingly expensive and unsustainable.

**Customer Retention** has become elusive—a challenge many leaders feel is almost a distant dream in today's competitive marketplace.

While top-tier agencies and consultants do deliver results, retaining these professional partners is becoming prohibitively expensive—often costing more than your fixed assets.

At the Madras Management Association (MMA), we have designed the perfect solution to this dilemma.

Partnering with **Rajesh Srinivasan, IIM alumnus, TEDx speaker, and trusted marketing consultant to leading companies**, we proudly present a transformative one-day workshop on **“Modern Marketing & Business Growth.”**

---

## Key Takeaways

This workshop is crafted specifically to equip your team with actionable skills and strategies to:

- Optimize marketing spend to reduce customer acquisition costs without compromising results.
- Transform your approach to customer retention, making it a practical reality rather than a distant aspiration.
- Harness modern marketing



frameworks that cut through digital noise to build authentic brand engagement and loyalty.

- Drive sustainable business growth with proven, innovative marketing tactics tailored for today's dynamic market landscape.

Join us to empower your team with insights and tools that turn marketing challenges into competitive advantages



## You will gain insights on

- The Past, Present, and Future of Marketing
- Key Elements of a Modern

## Marketing Strategy

- Understanding Competitive Forces to Create Winning Strategies
- Conducting Quick & Effective Qualitative Market Research
- Identify the Right Customer Segment, Targeting, and Positioning (STP)
- Understanding Various Media Channels for Effective Planning
- Effective Pricing and Distribution Models
- Customer Lifetime Value (CLTV): Retention and Loyalty as Growth Levers
- Why and How People Buy in the Digital & AI-Driven World
- Key aspects of Influencer Marketing
- A Framework to Create Engaging and Viral



## Content for Your Brand

---

### **Hands-On AI**

#### **Integration:**

Participants will practice using AI tools and prompts in real time to formulate marketing, growth and content strategies.

#### **Learning Approach**

- **Case Study Driven:** Real-world business scenarios will be analyzed and discussed.
  - **Strategic + Practical:** Balance of conceptual frameworks and actionable execution models.
- 

### **Workshop Content**

**Session-1 - 10:00 am - 11:30am at MMA**

**Management Center.**

- The Past, Present, and Future of Marketing
- Key Elements of a Modern Marketing Strategy
- Understanding Competitive Forces to Create Winning Strategies

**Session-2 - 11:45 am - 1:00pm at MMA Management Center.**

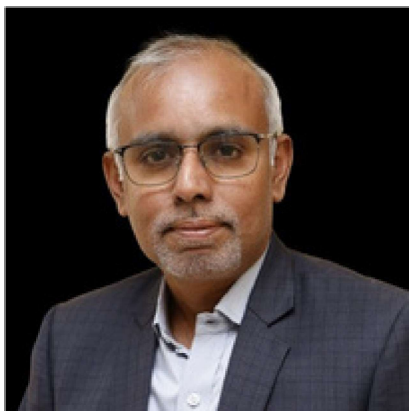
- Identify the Right Customer Segment, Targeting, and Positioning (STP)
- Conducting Quick & Effective Qualitative Market Research
- Understanding Various Media Channels for Effective Planning

**Session-3 - 2:15 pm - 3:45pm at MMA Management Center.**

- Effective Pricing and Distribution Models
- Customer Lifetime Value (CLTV): Retention and Loyalty as Growth Levers
- Why and How People Buy in the Digital & AI-Driven World

**Session-4 - 4:00 pm - 5:00pm at MMA Management Center.**

- Key aspects of Influencer Marketing
  - A Framework to Create Engaging and Viral Content for Your Brand
- 



## Mr Rajesh Srinivasan

- Rajesh Srinivasan is a Modern Marketing Strategist, 2X Author and a Tedx Speaker.
  - Alumnus of the Indian Institute of Management (IIM), Topper of the Batch.
  - Industry experience - Real estate, retail, media, education, advertising, health care, financial services, consumer technology, SaaS, publishing, market research, business consulting and training.
  - Author of four books – The Vacuum Principle, Mindful Marketing, Marketing Success Formula & Growth Nuggets.
  - A Tedx Speaker, Rajesh has frequently been invited to deliver keynote sessions for various industry conferences like;
    - World Marketing Congress.
    - Economic Times - Marketing Leader's Summit.
  - Delivered keynote address in companies like TATA Steel, ITC, Bank of Baroda, VKC Pride, Confederation of Indian Industry (CII) and Emeritus Executive Education.
  - Guest lecturer for various top b-schools like IIM-Calcutta, NIT (Warangal), IIM – Trichy and National Institute of Fashion Technology (NIFT)
-

**Rs. 2100 + 18 % GST for non-MMA members**

**Rs. 1600 + 18 % GST fee for MMA members**

\*Fee once paid will not be refunded.

**Contact Us**

**HARI PRASAD S R**  
**DGM-MMA (9952932169)**

or

mail to [mma@mmachennai.org](mailto:mma@mmachennai.org)

Scan here to pay



Share your payment screen to  
our Whatsapp number  
6374603433



MMA Management Center  
New No:240 Pathari Road  
(Off Anna Salai) Chennai – 600006.  
[mma@mmachennai.org](mailto:mma@mmachennai.org)