



# Differentiate yourself - Become a Marketing Professional

Marketing roles are required across nearly all industries. The Bureau of Labor Statistics predicts above-average growth in the field, with the number of employment opportunities anticipated to increase 10% by 2021. Behind every successful brand is a strong product or service and an effective Marketing expert with appropriate strategies. This program will enhance your understanding of how marketing works in the business world.



## Duration

3 Months (180 hours),  
Integrated Program

Time commitment for candidates - 12-15  
hours per week



## Eligibility Criteria

0-3 years of work experience

# Key highlights

# 1

Industry  
recognized  
trainers

# 4

Edge-of-your-seat  
online learning

# 7

Live sessions by  
experts on various  
industry topics

# 2

One-on-one  
discussion and  
feedback sessions

# 5

Global peer  
collaboration and  
networking

# 8

Real-world,  
case-based learning

# 3

Hands-on learning  
and Hackathons

# 6

Capstone Project  
and Live Projects

# 9

Job assistance,  
Placement drives

## Program Structure and Curriculum

Fundamentals of Marketing	Evolution of marketing, Scope of marketing, needs, wants, demand, target market, value & satisfaction, relationships & networks, marketing channels, supply chain, competition, PESTEL factors. Linking business strategy to marketing <b>Customer Value, Satisfaction and Loyalty:</b> Concept of value, Customer value proposition, Total customer satisfaction, Monitoring satisfaction, product and service quality, customer profitability, measuring customer lifetime value, attracting and retaining customers, Loyalty.
Marketing Management	<b>Analyzing Consumer Markets:</b> Cultural, Social, Personal factors, Psychological processes, Motivation, Perception, Learning and Memory, Five Stage Buying Decision Process Model; decision making based on level of involvement and brand differentiation; Methods of profiling buying decision process <b>Analyzing Business Markets:</b> Organisational buying, business buying process, stages in buying process, B to B customer relations
Marketing Strategy	<b>Market segmentation, Targeting and Positioning:</b> Market Segmentation, Segmenting the Market, Benefits /Purpose and Limitations of Market Segmentations, Market Segmentation Procedure, Basis for Consumer/Industrial Market Segmentation. <b>Market Targeting:</b> Introduction, Procedure, Product Positioning - Introduction, Objectives, Usefulness, Differentiating the Product, Product Positioning Strategy <b>Market concept of competition:</b> Analysing competitors; Strategies for market leaders, challengers, followers and nichers <b>Product, Promotions, Distribution and Pricing:</b> Product-Mix, Branding and Packaging Decisions, Product Life cycle, Stages and Strategies for Different Stages of PLC, Promotion-mix, Advertising, Sales Promotion, Personal Selling, Publicity and Public Relations. Channels of Distribution for Consumer/Industrial Products, Factors Affecting Channel Distribution Pricing Decisions, Pricing Objectives, Policies Methods of Setting Price, Pricing Strategies

Services Marketing	<p>Difference between Product and Service, Service Industry, Contribution &amp; Nature of Services, Characteristics of Services (4Is)</p> <p><b>Goods v/s Services Marketing:</b> Goods &amp; Services Continuum; Services Marketing Triangle; Introduction to 7Ps of Services Marketing.</p> <p>The GAP Model of Service, Service Quality Dimensions + SERVQUAL MODEL, Internal Marketing Focus</p> <p>Service Innovation and Design, Service Recovery, Complaint handling and Service Guarantee, Exploring CRM and Services Marketing connection, Physical Evidence and Service Scape, Process in Service, Customer, Employee role in Service Delivery, Technology in Service, Customer Satisfaction to Customer Care</p>
B2B Marketing	<p>B2B, The Scope and Volume, The Industrial Market – Basics, Customer Value Proposition, B2C Vs B2B</p> <p>Industrial Products classification and its Marketing Implications, The Organizational Buying process, Purchasing Objectives, Buyer Behavior in B2B Market: The Purchasing function, DMU</p> <p>Business Marketing Communications: Integrated approach to Communication, Advertising, PR, Promotion, Contemporary Approaches to B2B Selling: Transactional, Consultative, Enterprise Selling, The commercial sense for B2B Sales Person: The commercial terms, Negotiations.</p> <p>KAM – Key Account Management: Selection, Development and Leveraging Key account, Strategic and Marketing Planning Process: Making Strategy and Practical Marketing Plan, Digital Marketing for B2B: Importance, The elements, the Integration with off -line.</p>
Customer Relationship Management	<p>Building relationships, Customer Loyalty and Satisfaction, Building blocks of a Marketing-Driven CRM strategy, Conceptualizing CRM Implementation, CRM - tactics vs. Strategy</p> <p>Implementation of CRM in a B-to-B context, managing the implications with respect to customer segmentation, sales-force, marketing, IT, and back office.</p> <p><b>Analytical CRM:</b> Introduction to some basic analytic concepts in the context of CRM and customer base analysis, Look and feel of Analytical module Customizing Analytical module for generating marketing driven reports, Predictions of future customer profitability.</p>
Contemporary issues in Marketing	<p>Emerging marketing strategies in changing dynamic environment, Green Marketing, Viral Marketing</p>
Live Projects	<p>As per the requirements from industry</p>

# Why Marketing Expert/Professional?

Marketing managers create a concrete marketing plan that will convince consumers to buy what they're selling. The globalization of the Indian economy has opened up the doors of foreign trade, besides increasing domestic competition. This, in turn, has driven up the demand for marketing experts in India. Businesses are increasingly resorting to diverse marketing strategies geared towards driving customer-centric experiences that give them a unique competitive advantage that cannot be duplicated.

# Program Objectives

A Marketing Professional program teaches the knowledge and techniques required to determine the potential market for a specific product or a service. This program also teaches candidates the marketing strategies that are utilized by a company or organization most frequently. Learn how businesses create value for customers. Learn the major elements of the marketing mix - product policy, channels of distribution, communication, and pricing - and see how they fit within different analytical frameworks that are useful to managers. This will enhance your understanding of how marketing works in the business world.

# Program Structure

Marketing Professional Program uses a combination of learning methods that include classroom teaching, Video based training, hands-on exercises, and sessions with industry experts.

- Classroom training
- Video-led training
- Lab sessions
- Live project

## Jobs and Profiles related to Marketing Expert/Professional

Marketing Manager	Brand Manager
Account Executive	Product Manager
Business Development Analyst	Territory Manager
Business Development Director	Promotions Director
Account Manager	Marketing Consultant
Relationship Manager	Key Account Manager

# What is Job Assistance?

- Resume Building Assistance
- Career Mentoring
- Interview Preparation