

Marketing Management Syllabus

Week/Module	Topics
Week 0	<ul style="list-style-type: none"> • Demo Video • Welcome to the course • Course Schedule • Grading Policy • Exam Details • FAQ
Week 1: Introduction to Marketing	<ul style="list-style-type: none"> • Introduction to Marketing • Definition of Marketing • Marketing Management • Marketing Environment • Difference between Marketing and Selling • Business Models and Value Chain
Week 2: Segmentation and Targeting	<ul style="list-style-type: none"> • Introduction to Segmentation • Concept of Segmentation • Bases of Segmentation • Targeting • Targeting Strategies • Segmentation and Targeting in real life marketing scenario
Week 3: Differentiation and Positioning	<ul style="list-style-type: none"> • Introduction to Differentiation • Differentiation Parameters • Competition • Positioning
	Mid – Term Assessment
Week 4: Consumer Behavior	<ul style="list-style-type: none"> • Concept of consumer behavior • Who is a consumer and who is a customer? • Importance of Consumer behavior • Buying roles • Consumer decision making process

	<ul style="list-style-type: none"> • Factors influencing consumer behavior
<p>Week 5:</p> <p>B2B Marketing and Marketing Strategy (Product Decisions)</p>	<ul style="list-style-type: none"> • Organizational buying, difference from consumer buying • Business buying process and stages • Buying Centres • Segmenting business market • B2B value proposition • Product decisions
<p>Week 6:</p> <p>Marketing Strategy (Product, Service and Pricing Decisions)</p>	<ul style="list-style-type: none"> • Product line analysis • Meaning of Brand • Brand decisions • Service decisions • Introduction to Pricing • Pricing objectives and methods • Price setting
<p>Week 7:</p> <p>Marketing Strategy (Place Decisions)</p>	<ul style="list-style-type: none"> • Meaning of Distribution • Channel functions and flow • Channel levels • Distribution channel intermediaries • Channel design decisions
<p>Week 8:</p> <p>Marketing Strategy (Promotion) and Product Life Cycle</p>	<ul style="list-style-type: none"> • Meaning of Promotion • The communication process model • Designing and Developing Communication • Select the communication channel • Factors in setting the marketing communication mix • Managing the integrated marketing communications process • Various promotional methods
	End – Term Assessment

Final Exam Details:



If you wish to obtain a certificate, you must register and take the proctored exam in person at one of the designated exam centres. The registration URL will be announced when the registration form is open. To obtain the certification, you need to fill out the online registration form and pay the exam fee. More details will be provided when the exam registration form is published, including any potential changes. For further information on the exam locations and the conditions associated with filling out the form, please refer to the form.

Grading Policy:

Assessment Type	Weightage
Mid-Term & End-Term	25%
Final Exam	75%

Certificate Eligibility:

- 40% marks and above in Mid Term & End Term
- 40% marks and above in the final proctored exam

Disclaimer: *In order to be eligible for the certificate, you must register for enrolment and exams using the same email ID. If different email IDs are used, you will not be considered eligible for the certificate.*