

## FOUNDATIONS OF MARKETING ESSENTIALS

### Syllabus

Week/Module	Topics
<b>Week 0</b>	<ul style="list-style-type: none"> <li>• Demo Video</li> <li>• Welcome to the course</li> <li>• Course Introduction/Schedule</li> <li>• Grading Policy</li> <li>• Exam Details</li> <li>• FAQ</li> </ul>
<b>Week 1: INTRODUCTION TO MARKETING MANAGEMENT</b>	<ul style="list-style-type: none"> <li>• Defining Market and Marketing Management</li> <li>• Types of Markets</li> <li>• Core Concepts, Functions, and Importance of Marketing</li> <li>• Difference between Marketing &amp; Selling</li> <li>• Marketing Mix</li> <li>• Marketing Process</li> <li>• 7 Ps of Marketing</li> <li>• Content Summary</li> <li>• Weekend Assessment</li> </ul>
<b>Week 2: MARKETING ENVIRONMENT</b>	<ul style="list-style-type: none"> <li>• Understanding Marketing Environment</li> <li>• Scanning of Environment</li> <li>• Micro and Macro Environment</li> <li>• PEST Analysis</li> <li>• Techniques of Environment Scanning</li> <li>• Role of Market Research</li> <li>• Content Summary</li> <li>• Weekend Assessment</li> </ul>
<b>Week 3: SEGMENTATION, TARGETING &amp; POSITIONING</b>	<ul style="list-style-type: none"> <li>• Concept of Segmentation and its Bases &amp; Benefits</li> <li>• Requisites of Effective Market Segmentation</li> <li>• Process of Market Segmentation</li> <li>• Targeting and its Strategies</li> <li>• Differentiation and Positioning</li> <li>• Differentiation, Undifferentiation and Niche Marketing</li> <li>• Content Summary</li> <li>• Weekend Assessment</li> </ul>
<b>Week 4: PRODUCT MANAGEMENT</b>	<ul style="list-style-type: none"> <li>• Product Line Strategies</li> <li>• Product Mix Strategies</li> <li>• Product and Product Mix</li> </ul>

	<ul style="list-style-type: none"> <li>• Product Life Cycle</li> <li>• New Product Development</li> <li>• Content Summary</li> <li>• Weekend Assessment</li> </ul>
<b>Week 5: PRICING</b>	<ul style="list-style-type: none"> <li>• Understanding Concept of Pricing</li> <li>• Pricing Product and Services</li> <li>• Pricing Decision &amp; Factors Affecting Price Decisions</li> <li>• Pricing Strategies</li> <li>• Content Summary</li> <li>• Weekend Assessment</li> </ul>
<b>Week 6: PROMOTION MANGEMENT</b>	<ul style="list-style-type: none"> <li>• Understanding the concept of Promotion</li> <li>• Managing Non-Personal Communications</li> <li>• Communication Development Process</li> <li>• Introduction of Advertising</li> <li>• Fundamentals of Sales Promotion</li> <li>• Basics of Public Relations and Publicity</li> <li>• Integrated Marketing Communication</li> <li>• Content Summary</li> <li>• Weekend Assessment</li> </ul>
<b>Week 7: - DISTRIBUTION MANAGEMENT</b>	<ul style="list-style-type: none"> <li>• Supply Chain Management</li> <li>• Design of Channels of Distribution</li> <li>• Channel Management Strategies</li> <li>• Channel Conflicts and its Resolution</li> <li>• Franchise Management</li> <li>• Content Summary</li> <li>• Weekend Assessment</li> </ul>
<b>Week 8: CUSTOMER RELATIONSHIP MANAGEMENT</b>	<ul style="list-style-type: none"> <li>• Introduction, Meaning and Definition of Customer Relationship Management</li> <li>• Benefits and Difficulties of CRM</li> <li>• Concept of Lifetime Customer Value and Customer Loyalty</li> <li>• Customer Retention Strategies</li> <li>• Types of Relationship Management</li> <li>• Emerging Trends and Issues in CRM</li> <li>• Content Summary</li> <li>• Weekend Assessment</li> </ul>
<b>Assessment</b>	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
Weekend Assessment	25%
Final Exam	75%

#### Certificate Eligibility:

- 40% marks and above in weekend assessment
- 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.***