



## SYLLABUS FOR JUNIOR MARKETING ASSOCIATE (For hints & guidelines only)

DURATION:	8 Months
TIMINGS:	5:30PM To 8:30PM
COURSE FEES:	Rs. 2000/-
Entry Qualification:	<b>Graduation or equivalent</b>
TEACHING METHODOLOGY:	Detailed classroom lectures with practical Case Study Illustrations

### Theory:

#### CONSUMER BEHAVIORS

- Marketing fundamentals
  - Understand the Diversity in Market place
  - The consumer behavior in line with his stage in the life cycle
  - Impact on consumer behavior & therefore managerial decision making
- Service Marketing
  - Analyze current scenario, and the type & nature of competition
  - Approaches of competitor analysis.
  - Comprehend Strategy formulation, Strategic choice. Product decisions, Pricing policies &. Strategies.
  - Understanding of which strategy is the best.
- Branding and Retailing in changing : economic environment
  - Study post purchase behavior in the form of managing the service and quality
  - Learn merchandise planning.
  - Comprehend Location / mix planning
  - Introduction to the synergistic approach to retail in it and international environmental scanning.
- Basic Marketing Research
  - Basic Knowledge of Statistical tools
  - Types of data sampling techniques, and sources of data collection.
  - Devise a questionnaire.
  - Learn forecasting techniques.

## BARODA PRODUCTIVITY COUNCIL

- Analyze and evaluate the focus group model and assess the total market through primary and secondary data.
- Soft Skills/selling Skills
  - Decoding body language Power Dressing
  - Power Dressing
  - General Business Etiquette
  - Self Motivation.

### PRACTICAL

- Understanding of customers thinking and align products and services to meet the customer need.
- Demonstrate techniques on how to sell services in the new economy.
- Show understanding of the basic concept of merchandising and retailing for Business.
- Do simple projects work, by designing a research questionnaire for an FMCG product? Forecast future sales by using forecasting techniques.
- Demonstrate learning of different types of body languages
- Communication skills and techniques
- Dress Properly
- Demonstrate understanding of business etiquettes

After completion of training the trainee will be able to work as a Junior Marketing Associate where he will assist the marketing Associates in finding, growing and developing current & new stomers. He will also be able to assist the marketing associates in conducting marketing research.

### Contact

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