



SYLLABUS FOR MARKETING ASSOCIATE

(For hints & guidelines only)

DURATION:	8 Months
TIMINGS:	5:30PM To 8:30PM
COURSE FEES:	Rs. 2000/-
Entry Qualification:	Graduation or equivalent + Having completed Junior Marketing Associate
TEACHING METHODOLOGY:	Detailed classroom lectures with practical Case Study Illustrations

Theory:

- **Integrated Marketing Communication in Changing Economic Order**
 - Understands the role market segmentation plays in marketing communications programs.
 - Distinguish the importance of effective brand and product positioning.
 - Exploit strategies to help establish a positive position. Integrate the advantages of various media in developing an ad program.
- **Customer Relationship Management**
 - Study Relationship marketing and Campaign management
 - Learn CRM & e CRM to retain Customers and increase Customer Profitability.
 - Learn Value Modeling, Channel Optimization, Personalization.
 - Comprehend various tools for I Online marketing including online I visibility, Search engines, Inventory integration, Shipping & order tracking. Ordering process, site Navigation scheme, Customer security issues,
 - Understand Sales & Territory management, Contact management, Lead Management Knowledge management. Mobile CRM, ERP Supply Management, Partner Relationship Management, Vendor analysis- nature & operation, and Concept of B2B marketing.



BARODA PRODUCTIVITY COUNCIL



- **International Marketing in changing Economic Environment**
 - Understand the Global Marketing Environment - "The Role of Political and Legal Forces".
 - Developing a Global Mindset, Global Marketing Strategies, International and Global Product and Service Strategies
 - Understand the key issues in product planning and designing strategies.
- **Strategic Marketing**
 - Comprehend Strategy formulation, Strategic choice, Product decisions. Pricing policies & strategies.
 - Evaluate current scenario, and the type & nature of competition and approaches of competitor analysis.
 - Understanding of which strategy is the best.
 - Soft skill - Presentation skill, communication skill.

Practical

- Demonstrate use of various advertising and marketing techniques for business promotion
- Demonstrate how to build customer relationship use tools to build effective relations with customers
- Demonstrate the use at various Direct selling Techniques
- Using a product of your choice, demonstrate how to increase sales by selling products in the international markets.
- Demonstrate how various marketing tools can be used in conjunction to self effectively.

After completion of training, the trainees will be able to work as developing a customize marketing strategy and execute for selling the product to more customer.

Contact

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