

PGDMBM Syllabus

MODULE 1

MARKETING FUNDAMENTALS

MARKETING FUNDAMENTALS: AN OVERVIEW UNDERSTANDING MARKETING PLANNING PROCESS ASSEMBLING THE TEAMS WRITTEN MARKETING PLAN B2B/B2C MARKETING

MODULE 2

THE ANALYSIS PHASE

FOCUSING ON THE CORE BUSINESS
DETERMINING YOUR MARKETING PLAN'S SCOPE
RESEARCHING THE COMPETITION
ANALYSING YOUR PRODUCTS
ANALYSING YOUR CUSTOMERS
ANALYSING THE BUYING PROCESS
ANALYSING YOUR MARKET

MODULE 3

DEVELOPING MARKETING STRATEGY

INTRODUCTION: FROM ANALYSIS TO STRATEGY SEGMENTING YOUR CUSTOMER TARGETING YOUR CUSTOMERS POSITIONING YOUR MESSAGE SETTING GOALS

MODULE 4

THE TACTICAL PHASE

UNDERSTANDING THE 4PS MODEL
CREATING THE RIGHT PRODUCT AND SERVICES
SETTING & COMMUNICATING PRICES
SETTING PROMOTIONAL OBJECTIVES
UNDERSTANDING DISTRIBUTION CHANNELS
INTEGRATING ALL 4PS

MODULE 5

MEASUREMENT PHASE

IMPORTANCE OF MEASUREMENT BUDGETING MEASURING KEY PERFORMANCE INDICATORS (KPIS)

MODULE 6

UNDERSTANDING BRANDING

IMPORTANCE OF BRANDS BRANDING PROCESS BRAND VALUES BRAND DRIVERS

MODULE 7

DEFINING BRAND

WHAT IS A BRAND?
BRAND ARCHITECTURE
BRAND PERSONALITY

MODULE 8

POSITIONING BRAND

IDENTIFYING CUSTOMERS
BENEFITS & BUYING PROCESS
VALUE PROPOSITION

MODULE 9

BRAND IDENTITY

NAMING THE BRAND LOOK OF THE BRAND BRAND EXPERIENCE – TOUCH POINTS

MODULE 10

INTERNAL CHANNELS

COMMUNICATE BRAND INTERNALLY
BRAND BOOK
PRODUCT OR SERVICE

MODULE 11

EXTERNAL CHANNELS

EXTERNAL COMMUNICATION DIGITAL CHANNELS PACKAGING

MODULE 12

BRAND PERFORMANCE

PERFORMANCE BRAND EQUITY

MODULE 13

UNDERSTANDING SALES

UNDERSTANDING SALES: 3S APPROACH MIND OF THE BUYER IDENTIFYING POTENTIAL CUSTOMERS UNDERSTANDING THE CUSTOMER'S ISSUES 'BUYING MOTIVATORS' OF CUSTOMERS BARRIERS TO CHANGE

MODULE 14

POWER OF YOUR SOLUTION

PRODUCT VS. SOLUTION
BREAKING DOWN THE DNA OF YOUR SOLUTION
PROOF OF YOUR SOLUTION
ABILITY TO IMPLEMENT

MODULE 15

POWER OF YOUR SALES PROCESS

VALUE OF AN EFFECTIVE SALES PROCESS ELEMENTS OF AN EFFECTIVE SALES PROCESS DEVELOPING YOUR OWN SALES PROCESS

MODULE 16

SERVICE MARKETING

CHARACTERISTICS OF SERVICES MARKETING THE EXTENDED MARKETING MIX FOR SERVICES SERVICE QUALITY

MODULE 17

DIGITAL MARKETING

DEFINITION OF DIGITAL MARKETING
ADVANTAGES OF DIGITAL MARKETING
KEY DIFFERENCES BETWEEN DIGITAL AND TRADITIONAL MARKETING
THE SCOPE OF DIGITAL MARKETING
INFLUENCER MARKETING
VIDEO MARKETING
LOCAL SEO AND GEO-TARGETING
ONLINE REPUTATION MANAGEMENT (ORM)
E-COMMERCE AND CONVERSION RATE OPTIMISATION (CRO)