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Marketing and Sales Manager Development Program

Curriculum

- ✓ Marketing Intelligence
- ✓ Scanning Environment
- ✓ Marketing in Digital Era
- ✓ Consumer Behaviour
- ✓ Consumer Value
- ✓ Customer Analysis
- ✓ Strategy Formulation
- ✓ Segmentation
- ✓ Target Focus
- ✓ Positioning Products
- ✓ Innovation
- ✓ New product solutions
- ✓ B To B Marketing
- ✓ Research and Analysis
- ✓ Negotiation and Strategic Communication
- ✓ Brand Management
- ✓ Pricing
- ✓ Marketing Channels
- ✓ Distribution Channels
- ✓ E Commerce Models
- ✓ Multiple Channel
- ✓ Omni Channel
- ✓ Incentives, Profit Margin
- ✓ Retailing Policies

Duration : 60 hours online class, 3 months counselling