



Name of the Program: Diploma in Marketing Management (DMM), Diploma in Strategic Marketing Management (DSMM), Advanced Diploma in Marketing Management (ADMM), Advanced Diploma in Strategic Marketing Management (ADSMM), Certified Marketing Management Professional (CMMP).

Syllabus – Course Outline

Training Mode: Distance Education/Self Study

Duration: 6 Months or 1 Year. **Eligibility:** a) 12 class passed in any medium or equivalent degree. **Medium of Instruction:** English. **Credits:** (30 Credits = @ 15 Credits Per subject x 2 Subjects) or 40 Credits including 10 Credits Project Exercise for advanced level studies and professional trainings certification.

Course Objective and Why should study in Marketing Management or Strategic Marketing Management?

The basic or fundamental objective of marketing management is to maximise consumer satisfaction; and maximising enterprise profitability through maximising consumer satisfaction. This training will mainly ensure fundamental, advanced and strategic skills along with key knowledge about Foundations of marketing management. Trends in consumer behavior, Strategic marketing, Business law and ethics, Professional sales approaches, Principles of advertising, Digital marketing essentials, Marketing strategies and so on.

Moreover, the module is designed to advance knowledge and enhance skills in two critical aspects of marketing: strategic marketing decision making and the development of marketing plans. Strategic aspects involve conducting a situation analysis, identifying market segments, making targeting decisions, developing a clear positioning, and deciding and responsible marketing objectives. Although emphasis is placed on marketing strategy and management. Eventually, this module seeks to endorse marketing decisions that reinforce and align with the marketing development perspective.

**Strategic Marketing Management
Professional Training**

**Diploma in Marketing
Management
(DMM)**

**Advanced Diploma in
Marketing Management (ADMM)**

~ GEPEA ~

Syllabus Outline

Serial No.	Syllabus component	Assignment TMA (Tutor Mark Assignment) or Case Study	Board Questions (OBS = Open Book System) Exam.	MCQ (Multiple Choice Questions) 10 Questions (each @ 2 marks)
	2 Parts/Lessons will count 15 hours each (2 parts/Lessons x 15 hours = 30 hours total) + Project Exercises Minimum 10 hours = Grand Total 40 Hours only.	45	35	20
	Diploma in Marketing Management (DMM), Diploma in Strategic Marketing Management (DSMM), Advanced Diploma in Marketing Management (ADMM), Advanced Diploma in Strategic Marketing Management (ADSMM), Certified Marketing Management Professional (CMMP).	<i>30 or 40 Credit Hours</i>		
1.	<p style="text-align: center;">SEMESTER-1:</p> <p style="text-align: center;"><u>Marketing Management</u></p> <p>Part 1: Understanding Marketing Management (Divided in 2 chapters).</p> <p>Part 2: Capturing Marketing Insights Divided in 2 chapters)</p> <p>Part 3: Connecting with customers Divided in 4 chapters)</p> <p>Part 4: Building strong brands Divided in 4 chapters)</p> <p>Part 5: Creating value Divided in 4 chapters)</p> <p>Part 6: Delivering value Divided in 2 chapters)</p> <p>Part 7: Communicating value Divided in 2 chapters)</p> <p>Part 8: Conducting marketing responsibility for long-term success Divided in 2 chapters)</p> <p>SEMESTER-2 is applicable for the studies of Advanced Diploma or Professional Certifications in Marketing Management or Strategic Marketing Management.</p>	<p style="text-align: center;">45</p> <p style="text-align: center;"><i>15 Credits Each Subject</i></p>	35	20

2.	<p style="text-align: center;">SEMESTER-2:</p> <p style="text-align: center;"><u>Strategic Marketing Management</u></p> <p>PART ONE: THE BIG PICTURE- Marketing as a Business Discipline, Marketing Strategy and Tactics, The Marketing Plan.</p> <p>PART TWO: MARKETING STRATEGY- Identifying Target Customers: Segmentation and Targeting Analysis, Creating Customer Value: Developing a Value Proposition and Positioning, Creating Company Value: Managing Revenues, Costs, and Profits, Creating Collaborator Value: Managing Business Markets.</p> <p>PART THREE: MARKETING TACTICS- Managing Products and Services, Managing Brands, Managing Price, Managing Incentives, Managing Communication, Managing Distribution.</p> <p>PART FOUR: MANAGING GROWTH- Gaining and Defending Market Position, Managing Sales Growth, Managing New Products, Managing Product Lines.</p> <p>PART FIVE: STRATEGIC MARKETING WORKBOOKS- Segmentation and Targeting Workbook, Business Model Workbook, Positioning Statement Workbook.</p> <p>ELECTIVE SUBJECTS: (<i>Below the options to select two subjects for Advanced Diploma or Graduate Diploma Programs</i>)</p> <ol style="list-style-type: none"> 1. Essentials of Marketing 2. Advanced Marketing or Marketing Management 3. Advanced Marketing Research <p>FOLLOWING ADDITIONAL TASKS SHOULD HAVE TO DONE BY PARTICIPANTS OR STUDENTS:</p> <ol style="list-style-type: none"> a) Diploma or Advanced Diploma in Marketing Management, Strategic Marketing Management Certification Test MCQ Questions answer practicing b) Diploma or Advanced Diploma in Marketing Management, Strategic Marketing Management Certification Test Board Questions/TMA (Tutor Mark Assignment) c) Diploma or Advanced Diploma in Marketing Management, Strategic Marketing Management Certification Case Studies <p>Exercises and projects</p>	<p>15 Credits Each Subject</p>		
		6 Credits Each Subject		

Suggested recorded Videos on Marketing Management and Strategic Marketing Management

Marketing Management | Marketing Management Definition | What is Marketing Management

<https://www.youtube.com/watch?v=qGpgMa9tgS8>

1. Defining Marketing for the 21st Century | Marketing Management
https://www.youtube.com/watch?v=O86FYTUMugQ&list=PLHQnrE-onX8UtuBmpxeNzbBEUSe_SUi8D
2. Developing Marketing Strategies & Plans
https://www.youtube.com/watch?v=Vss9WC9JRI&list=PLHQnrE-onX8UtuBmpxeNzbBEUSe_SUi8D&index=3
3. Collecting Information and Forecasting Demand
https://www.youtube.com/watch?v=chXWNwpLeq4&list=PLHQnrE-onX8UtuBmpxeNzbBEUSe_SUi8D&index=4
4. Conducting Marketing Research
https://www.youtube.com/watch?v=O6LLVT20dKc&list=PLHQnrE-onX8UtuBmpxeNzbBEUSe_SUi8D&index=5
5. Creating Long Term Loyalty Relationships
https://www.youtube.com/watch?v=Ha-gc7HS1ws&list=PLHQnrE-onX8UtuBmpxeNzbBEUSe_SUi8D&index=6
6. Analyzing Consumer Markets
https://www.youtube.com/watch?v=qidc7hiU35Q&list=PLHQnrE-onX8UtuBmpxeNzbBEUSe_SUi8D&index=7
7. Analyzing Business Markets
https://www.youtube.com/watch?v=gLKKgAOJQFs&list=PLHQnrE-onX8UtuBmpxeNzbBEUSe_SUi8D&index=8
8. Segmentation, Targeting and Positioning
https://www.youtube.com/watch?v=701OTPI2Wgo&list=PLHQnrE-onX8UtuBmpxeNzbBEUSe_SUi8D&index=9
9. Creating Brand Equity
https://www.youtube.com/watch?v=39jIRh8FHMI&list=PLHQnrE-onX8UtuBmpxeNzbBEUSe_SUi8D&index=10
10. Crafting Brand Positioning
https://www.youtube.com/watch?v=upgYWWV3aPs&list=PLHQnrE-onX8UtuBmpxeNzbBEUSe_SUi8D&index=10

How to Create a Marketing Plan | Step-by-Step Guide

https://www.youtube.com/watch?v=4ti_uK60nLk

Strategic Marketing Management Introduction

<https://www.youtube.com/watch?v=vIGHnK6543c>

Strategic marketing management - Introduction to strategic marketing

https://www.youtube.com/watch?v=kdAAkoQPL_I

Strategic marketing management - Strategic marketing management process

<https://www.youtube.com/watch?v=69yhZ0vWVN8>

Strategic marketing management - Marketing environment analysis

<https://www.youtube.com/watch?v=3Hkx5UTykeM>

For the Advanced Level Students recorded videos are mandatory to watch.

	Project/Thesis/Case Studies			
	<p>Student have to take a Project/Thesis/Case studies as per their major subject in order to complete his/her Advanced Diploma or Graduate Diploma.</p> <ul style="list-style-type: none"> • In case Project/Thesis, respective students should submit 15 to 35 (A4 Size) pages long report. <i>Course Tutor or Concern Authority will assign/fix Project/Thesis Topic or Title with consultation with respective student.</i> • In Case Studies, respective students should submit case studies answer script in written form to the GEPEA within stipulated time frame. <i>Concern Authority will assign case studies question paper in time.</i> 			
	<p>TOTAL HOURS REQUIRED TO BE COMPLETED FOR THE MARKETING MANAGEMENT OR STRATEGIC MARKETING MANAGEMENT PROFESSIONAL TRAINING CERTIFICATIONS =</p> <p>2 Parts/Lessons will count 15 hours each (2 parts/Lessons x 15 hours = 30 hours total) + Project Exercises Minimum 10 hours = Grand Total 40 Hours only.</p>			

CAREER AND SCOPE OF MARKETING MANAGEMENT OR STRATEGIC MARKETING MANAGEMENT

After ensuing courses in Marketing management or Strategic Marketing Management at GEPEA. There are variety and a plenty of job opportunities are waiting for you in various areas such as Working as part of a Team Leader/Member of Marketing Management Department, developing a unique marketing management strategy, from product planning to Product Development, Pricing the product competitively, Promoting the product to the target customers, choosing right distribution channels, Controlling and assessing all necessary marketing activities in an organization. Career scopes are at least from Marketing Coordinator, Customer Service Representative, Sales Representative, Marketing team leader to International Marketing Executive, Marketing Research Analyst and so on.

COURSE MATERIAL

Besides using the traditional books GEPEA has also modernized the learning process by providing students with online portal consisting of –

- **Study Materials (Soft copies)** – PDF of books are provided to students making studies nomadic & convenient. GEPEA Department of Students Affairs will assign Study Materials via Email or other methods after registration and admission.
- The focal point of **GEPEA** study materials is enhancing Practical Education. **GEPEA** Kit provided to applicants is a world full of practical scenarios, explanation in terms of facts rather than theoretical phrases. Customized to be self-explanatory & easy to understand.
- **Faculty Guidance** – GEPEA panel of intellectuals guide students personally with regards to any query through email about any concept in the notes provided, being the author of the same.

EXAMINATION

GEPEA Professionals are given the privilege to answer exams from any examination center in the world along with the freedom to pick the exam schedule for the same, as time permits in the particular examination months of GEPEA. Students are allotted 2 modes of examinations – Home Based/Center Based.

- Question papers would be drafted by **GEPEA** panel of veteran professors which would be TMA (Tutor Mark Assignment), OBS (Open Book System) and MCQ study pattern. A single course will consist 100 marks based on these three pattern of exam types. In each program will consist a major (Thesis Research) course or theory in order to complete the respective Diploma Program.
- This unique & novel methodology teaches a student how to assess business situations and make decisions based upon those assessments, allowing students to display their potential.
- In case of home based/distance learning exams question paper would be emailed to the students, which they would have to answer & courier back to GEPEA office or GEPEA directed authority in the respectable exam slab.
- Candidate also has the option of appearing for Center Based Examination wherein they would have to visit one of the many GEPEA exam centers & complete answering the exam in the duration of 3 hours which wouldn't be an open book examination.

CASE STUDY METHOD & STUDY MATERIAL:

Today communication systems have advanced so much that it is much easier, convenient and quicker to gain expertise via online distance learning. GEPEA offer potential students the opportunity to study through an autonomous online distance learning program. This means that people who can't get traditional further education can still achieve what they want and get their qualifications through Online Distance Learning. That gives the opportunity for a much wider range of people to get the qualifications that they want. Today, thanks to technological advances, higher education is more readily available to those who want it.

GEPEA is an institute of excellence offering widest range of autonomous programmes in the field of Business Management and different Professional Training education. In response to the rapidly changing economic environment and the process of globalization, the Academy has made sustained efforts to bring an international perspective to all its wide range of areas and activities.

BENEFITS AND FEATURES:

- (i) Flexible Programs & Curriculum:** You can earn and study at the same time! From GEPEA International Curriculum, Flexibility is the biggest advantage of distance learning courses. This stands true especially if you are a working professional. Not everyone has the luxury of taking their own time to finish their studies. For those who had to take a break from studies to start working, such courses are a boon and provide the opportunity to pursue higher education.
- (ii) Saves Time & Energy:** You save up a lot of time and energy on commuting. You can stay at any place and pursue a course that is available at GEPEA. Or you might be based out of a remote village or town which does not have enough options for higher studies. Distance learning courses eliminate these obstacles.
- (iii) MCQ, Case Based Learning:** MCQ, A Case-based approach engages students in discussion of specific situations, typically real-world examples

of African, Asian and International companies. Allowing the students to put their theoretical knowledge to practice.

- (iv) **Study at your own Pace:** Not everyone has the same pace of learning. Some students pick up things fast, others need time to grasp a concept. One of the biggest advantages of distance learning is that you can study at a pace that is comfortable for you.
- (v) **Saves Money:** These courses are almost always cheaper as compared to their on-campus counter-parts. You also cut down on the costs incurred while commuting etc.
- (vi) **Personal Fulfillment:** An MBA is the key to unlocking both a professionally and personally rewarding future. Education is the foundation upon which you can build lifelong business and personal achievements. The GEPEA MBA program is designed to enrich your personal life, as well as to keep you informed about a constantly changing industry.
- (vii) **Convenient:** You can submit your assignment with the click of a button or simply drop it off at a post-office! It's sometimes as simple as that!
- (viii) **24X7 Access to Study Material & fellow Students:** This is the best way to study if you are comfortable with internet and technology. You can access your study material online whenever you want and also clear doubts, exchange views and discuss with your virtual class-mates!
- (ix) **Study any Topic You Want:** Since you'd already have all your books/online study material with you, you can pick up any topic/chapter that interests you and tackle that first! This way your interest in the subject is sustained.
- (x) **Higher Level of Self-Confidence:** The knowledge gained through our Correspondence MBA program will enhance your effectiveness in your current position and help define your future career path. It will sharpen your skills in critical business areas, giving you the self-confidence you need to become a leader in your profession.
- (xi) **Specialization:** We provide more than 80 specializations which allow students to gain additional knowledge and background on specific business top.

ACCREDITATIONS AND RECOGNITIONS:

ITQSM Accredited & International Partnered Professional Academies.

GEPEA has proudly claimed the Excellence in Online Distance Learning Award presented by its Governing Body Really Matters as a token of appreciation for providing top notch education to professionals globally. This solely proclaims that GEPEA is one of the best Professional Academy in the field of online distance learning.

PROFESSIONAL FACULTIES:

GEPEA Faculty members are highly professional, qualified & experienced. Professors provide substantial assistance through 24*7 web support. Each & every query regarding studies, assignments, cases, projects, research are resolved on time & responded with clear, relevant answers on par with syllabus. They update themselves from time to time about the changing market scenario & syllabus. Thus working professionals have chance to get resourceful information by interacting with professors through web-support from time to time. Timely communication & assistance is key to our successful association with our students & our professors believe in same.

***GEPEA (Global Educational & Professional Excellence
Academy)***

*In case any query, please feel free to contact us via E-Mail:
gepea.official@gmail.com , office@gepea.eu or visit Website: www.gepea.eu or
www.gepea.education*