

Notice

Anekant Education Society's
Tuljaram Chaturchand College of Arts, Science and Commerce, Baramati

(Autonomous)

Certificate Course- Marketing Management Skills

Time Table February-2023

Time	Theory	Time	Practical
06.00 pm to 07.30 pm	06/02/2023	01.00 pm onwards	06/02/2023
	07/02/2023		07/02/2023
	08/02/2023		08/02/2023
	09/02/2023		09/02/2023
	10/02/2023		10/02/2023
	11/02/2023		11/02/2023
	13/02/2023		
	14/02/2023		

What's app group link: <https://chat.whatsapp.com/CdFlepLcXYR2ykFEYwQMVc>

Venue: Class No. 39 Vocational Centre

06.00 pm to 07.30 pm

Course Incharge
(9922555523)



[Signature]
Certificate Course Chairman

[Signature]
Principal

Clerk
Account Section

Tuljaram Chaturchand College,
Baramati.



Anekant Education Society's
Tuljaram Chaturchand College of Arts, Science & Commerce, Baramati
Department of B.Voc Retail Management

A) Title of the Course: Marketing Management Skills

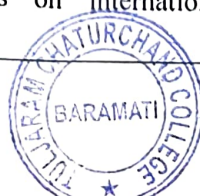
B) About: Acquire skills in marketing to help you stand out from other applicants during your job search or take on additional responsibilities in your current position or if you want to run any business. Marketing experts teach you key concepts like SWOT, the 4 Ps of marketing and marketing channels using dynamic graphics and animations that help you quickly retain critical info.

C) Learning Objectives:

- Obtain, understand and apply information from the liberal arts, sciences, business and discipline-specific courses to organized issues and situations.
- Explain how ethical, legal, political, regulatory, social, global, environmental and technological issues influence business decisions.
- Identify the roles of advertising, sales promotion, public relations, personal selling, and direct marketing in the promotion mix; compare and contrast integrated marketing communications with a non-integrated approach to the promotional mix.
- Communicate effectively the alternatives considered, a recommended solution, and an implementation strategy in oral, written and electronic form.
- Demonstrate knowledge and skills to meet career needs.

D) Content/ Syllabus :

Sr. No.	Chapter	Topics	Lectures
1	Marketing Philosophies and Ethics	Differentiate between sales and market orientation, and discuss the concepts of ethical behavior and corporate social responsibility.	2 hrs
2	Competitive Advantage	Highlight types of competitive advantage and target market strategies. Review SWOT analysis and the marketing mix.	3 hrs
3	The Marketing Environment	Assess the external influences and effects of social factors on marketing. Investigate marketing's political and legal environment and the essentials of foreign competition.	3 hrs
4	International Marketplace	Identify ways to enter a foreign market, and discuss the importance of global marketing. Summarize the impact of culture and demographics on international external marketing.	2 hrs

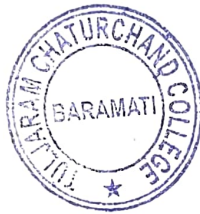


**Department of
B.Voc
Retail Management**

3 Hrs

F) Learning outcomes:

- Formulate a marketing plan including marketing objectives, marketing mix, strategies, budgetary considerations and evaluation criteria.
- Develop strategies for the efficient distribution of products and services.
- Determine strategies for developing new products and services that are consistent with evolving market needs.
- Prepare and deliver a sales presentation.
- Communicate marketing information persuasively and accurately in oral, written and graphic formats.



A handwritten signature in black ink, appearing to read "Mahesh S. Phule".

Prof. Mahesh S. Phule
Coordinator
Retail Management