

Certificate course in Marketing and Sales Management

A) Marketing Fundamentals

Meaning Nature and importance, Marketing mix, 4 Ps and 7Ps (in services), Consumer behavior, strategies in marketing, STP, Retailing, introduction to industrial and services marketing, Role and importance of marketing research, marketing as a career.

B) Sales Management

Core concept of selling, nature and scope of sales management , Sales planning , Management of Ps, Management of sales force, Direct and indirect selling, USP, POP, Sales promotion, Post sales services, customer care, Reporting in selling, sales as a career.

C) Professional Skills

Selling Skill: Relationship management, Negotiating skills, Presentation and communication skill

Legal Skill: Sale of goods act(basics) ; Performance of Contracts, Special selling act (salient Feature), Key Provisions of consumer protection act, Prevailing Tax Laws relating to supply of goods and services. Other relevant issues i.e. VAT, Services tax and Local Taxes.

Analytical Skill: Analysis and comparison of sales data.

D) Project Work

It will include any of the field training, visit , survey or assignment given by the institution. Students will have to submit a final project report on their assigned activity in Standard format.