

Certificate Course in Basics of Marketing Management



Source: <https://enfokadigital.negocio/>



Source: <https://www.ciels.it/home-2/>

Course Content

- Introduction to marketing concepts
- New avenues in marketing
- Marketing Research
- Marketing and Public Relations
- Marketing Information System
- Case studies in marketing
- Integrated marketing communication
- B2B and B2C Marketing
- E-marketing

Objectives

- To make students aware about the basic marketing concepts.
- To develop the skills of students for meeting the needs of ever-changing global market.
- To develop market research skills of students.

Course Outcome

Students would get hold on basic concepts of marketing along with some new avenues in the field and would be able to understand how marketing research and information system plays an important role in marketing.

Career Opportunities and Employability

Students would be able to develop their marketing skills by getting exposure to modern marketing methodologies which will help in meeting the needs of global competitive environment and would also help them to get placed in on field jobs and other roles such as marketing analyst, and MIS specialist as well.

Bhadapkar

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PRINCIPAL

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