

**BEST MARKETING STUDENT OF THE YEAR AWARD**  
**SYLLABUS**

**Marketing Analysis**

- Markets and market behavior
- Qualifying market demand
- Use of consumer behavior information in marketing decisions
- Analysis of competitive situation , and
- Selecting target markets, market segmentation and product positioning

**Marketing Information**

- Marketing Information System
- Role of marketing Research, and
- Commissioning and evaluating special studies

**Development of Marketing Strategies**

- Analytical models and techniques for planning, decision making, and control
- Competitive response models for forecasting
- Product/service portfolio management techniques
- Ratio analysis, budgetary control techniques and other control methodologies

**The Marketing Mix**

- Tailoring the marketing mix to segmental needs/wants
- Sales growth and competitive strategies, and
- Market leader and follower strategies

**Marketing Planning**

- Types of marketing plans
- The role of sales forecast in producing market budgets
- Planning horizon and formats, and
- Feedback and corrective mechanism

**Marketing Organization**

- Alternative organization forms (Functional, Product based)
- Adapting marketing organizations to the dynamics of change

## **Brand Management**

- The concept of brand management
- Product and brand concepts, quality, packaging, branding
- Distributors' own brands
- The functions and responsibilities of the brand manager, product and package development
- Unbranded products

## **Pricing Decisions**

- Importance of price in the marketing mix
- Pricing policies, objectives, and strategies, and
- Factors influencing pricing decisions, price setting, price administration
- Price monitoring, promotional pricing, price review, pricing strategies

## **Distribution Channels and Logistics Decisions**

- Designing distribution channels
- Selecting and managing middlemen, and
- Managing channel conflicts, inventory, transportation, warehousing and communications, controlling costs

## **Promotional Decisions**

- Promotional objectives
- Deciding on promotional mix; roles to be played by advertising, Personal Selling, Sales Promotion, Publicity, and Public Relations
- Planning, implementation, and control of the promotional programmes

## **International Marketing**

- The special problem of marketing abroad (Distance, Unfamiliarity, Socio-Cultural differences, Local Regulations, Tariff/Non-Tariff barriers and expense of obtaining adequate marketing information, etc)
- Strategies for coping with the difficulties:- Agencies, Sales offices, Joint Ventures, or Full International operations

## **Control Appraisal**

- Analysis and evaluation of marketing accomplishments
- Annual preparation and control, profitability control (e.g. distribution cost analysis); control of marketing expenditure, and
- Strategic control/marketing audit

## **Marketing and Society**

- Societal impact on marketing, social responsibility of marketers, and society's criticisms of Marketing

