



PG CERTIFICATE IN MARKETING MANAGEMENT (CASME&T) ®



Program Duration: 6 Months (The admission for this course is valid for 1 year only)

Eligibility: Graduate of any University plus 3 years of relevant managerial or professional work experience or 3 years Diploma holder with minimum 5 years of relevant work experience.

CORE PROGRAM ME STRUCTURE: FOUR MONTHS

Introduction:

Nature and scope of marketing, Evolution, Various marketing orientations, Marketing Vs Selling concepts, Consumer need, Want and demand concepts, Marketing Environment – Assessing the impact of micro and macro environment. Marketing challenges in the globalized economic scenario.

Understanding Consumer Behavior:

Buying motives, Factors influencing buying behavior, Buying habits, Stages in consumer buying decision process, Types of consumer buying decisions, Organizational buying Vs House hold buying, Consumer Protection Act, 1986 – An Introduction.

Market Segmentation, Targeting, Positioning & Branding

Segmentation: Meaning, Factors influencing segmentation, Market Aggregation, Basis for segmentation, Segmentation of Consumer and Industrial markets.

Targeting: Meaning, Basis for identifying target customers, Target Market Strategies,

Positioning: Meaning, Product differentiation strategies, Tasks involved in positioning.

Branding: Concept of Branding, Brand Types, Brand equity, Branding Strategies



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Product Decisions: Concept, product hierarchy, New product development, diffusion process, Product Life cycle, Product mix strategies and merchandise planning and strategies.

Packaging / Labeling: Packaging as a marketing tool, requirement of good packaging, Role of labeling in packaging

Pricing Decisions: Pricing concepts for establishing value, pricing strategies-Value based,

REFERENCE MATERIAL

Detailed listing of reference books and material will be provided to the students to enable them to read around the subject ensuring that they have comprehensive and up-to-date knowledge of the subject.

SCHEME OF EXAMINATION/ CONTINUOUS EVALUATION

Group A: Substantive Assessment	50 Marks
Assignments	10 Marks
Case Studies	10 Marks
Industry Visit and Reporting	30 Marks
Group B: Practical Assessment	50 Marks
Viva Voice	10 Marks
Objective Type & Descriptive Assessment	40 Marks
Group C: Project Work & Viva	200 Marks
Project Work	100 Marks
Project Viva	100 Marks
Total Marks (Group A+B+C) = 300 Marks	

Note:

To evaluate the performance, grading system is followed. Minimum B grade (50% marks) is required to be obtained in each group. The Cumulative Grade Point Average (CGPA) should be an aggregate of 3.00 to complete the course.



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COURSE GRADES

The quality of work done by a student is recorded at the end of the semester in the form of grade report. The grade indicates the degree of proficiency the student has achieved in the course as determined by class participation, written assignments, seminars, group discussions, surprise tests, class tests and semester examinations. Grades will be issued to the students after the end of each course.

Each student is graded according to individual achievement and numerical scale is as follows:

Percentage of Marks	Grade Points	Credit Grade Points	Letter Grade	Average Performance
90-100	4.0	20.0	A+	OUTSTANDING PERFORMANCE
80-89	3.8	19.0	A	Mastery of facts, creative use of Data and analytical evaluation.
70-79	3.6	18.0	A-	ABOVE AVERAGE PERFORMANCE
60-69	3.3	16.5	B+	Knowledge of facts, creative use of Data and adequate evaluation.
50-59	3.0	15.0	B	AVERAGE PERFORMANCE

$$\text{CREDIT GRADE POINT AVERAGE} = \frac{\text{TOTAL CREDIT GRADE VALUE}}{\text{TOTAL NO. CREDITS}} = 3.5 \text{ FINAL AVERAGE (A-)}$$

NOTE:

1. Minimum PASS grade is 3.0
2. The total number of credits is 5.0 under each component in the evaluation.
3. Final letter grade will be calculated based on the overall credits.
4. The evaluation process and grading system is subject to change depending upon universally accepted norms.



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CONTACT SESSIONS, SEMINARS & WORKSHOPS

Our Center is equipped with adequate infrastructure and has engaged highly capable, experienced and renowned faculty who are integral part of our identity. Our faculty comprise of eminent personalities from academics & industry. Specified hours are allotted for each subject and project work through conveniently timed classroom sessions for participants to interact with our faculty. Students will go through minimum 3 hour lecture sessions and industry visits throughout the course to measure the learning content for each subject.

PROJECT REPORT

Each student shall be required to prepare on the basis of investigations carried out by him/her in a business or industrial organization, a project report on possible solutions for a typical problem of current interest in the area of major specialization. The report should demonstrate the capability of the student for some creative potential and original approach to solve practical problems in today's working of a business organization.

The report should include field studies, survey interpretation, planning and design of improved integrated management systems, presented in a comprehensive manner with recommendations of solutions based on scientifically worked out data.

Admissions: Minimum 10 participants.

INTAKE: Throughout the year

AWARD OF PG CERTIFICATE IN MARKETING MANAGEMENT

CASME&T will be awarding PG Certificate in Marketing Management after successful completion of the course & submission of project report.

Declaration:

These courses are designed to equip students to gain professional knowledge for the purpose of career progression of its employees.