



# GABM

Global Academy of  
Business & Management

**GABM Global Academy of Business and Management** is most renowned online academy offering graduate and designation qualification's, short courses and mini-MBA in 10 management specializations through quality education and management certification around the world.

## MARKETING MANAGEMENT

*Programme specification and Study guide*



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# FOREWORD

It is not expected that all answers will be found in this text. Unforeseen question will arise and answers will be needed. Students should begin addressing their questions to office of the executive education and professional certification of the academy. In most cases the student's academy officer or director or graduate secretary or associate director will be able to provide the required information. Complex issues may require further advice or action from the academy board or commission.

Please note that in order to develop and improve the course, it may be necessary on occasions to amend or revise the details given in this course guide. We are pleased to hear your views and welcome suggestions for ways of improving the operation of the course.

# ABOUT THIS GUIDE

This course guide has been designed to help you plan your course. You are encouraged to read this guide through now. It will be a considerable advantage to you to be familiar from the outset with the various aspects of your study that are described. It may be that the relevance of some of the sections will not be immediately obvious. Keep it somewhere accessible, so that you can refer to it as needed.

This programme specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided.

# WELCOME

On behalf of GABM Global Academy of Business and Management Team I would like to extend to you a very warm welcome and wish you every success in your studies at GABM.

The Academy experience and academic success is all about the effort you put into learning and making the most of the wide range of opportunities available to you. We welcome students who are eager to think for themselves to take control of their own learning and who are ready to get involved in developing the skills required in a highly competitive job market.

You will need to demonstrate good time management skills, independent learning, flexibility and discipline in order to achieve a study work-life balance. We believe it is important that you are encouraged to make your own contribution to the effective operation and development of your chosen course. We are, therefore keen to hear your views and would welcome any suggestions that you may have about ways of improving any aspect of your course and / or the student experience here at GABM Global Academy.

I congratulate on securing your place on our GABM Global academy qualifications. I hope you find your time with us demanding, rewarding and enjoyable. The programme has been developed following themes implemented upon various professional training and management development courses.

Our training and education aimed at enhancing the skills of qualified professionals, engineers and managers. Our qualification formalizes this training and education into a full academic qualification, for which there is a strong demand both in India and Overseas.

May I wish you the very best of luck in your training, education and indeed in your career.

# PROJECT MANAGEMENT

## Summary Programme Details

### GRADUATE QUALIFICATION

Title of the qualification award ( 1 )		Graduate certificate in Marketing management
Credits Points		200
Level of award		5(Refer Global academy qualifications framework for more info)
Entry Requirements		Secondary school / Graduate/ Fresher's
Modules		7 Core
Electives		3 Electives
Fees		Indian Students : 12,999 / - Rs ( including GST) International Students : 200 ( USD)
Title of the qualification award ( 2 )		Graduate Diploma in Marketing management
Credits Points		260
Level of award		5 (refer Global academy qualifications framework for more info)
Entry Requirements		Bachelor Degree / Final year students can apply
Modules		10 Core
Electives		3 Electives
Fees		Indian Students : 14,999 / - ( including GST) International Students : 2500 ( USD)

### DESIGNATION QUALIFICATIONS

Designation Title	Certified Marketing Professional (CMP)
Credit points	360 Points
Level of award	6(refer Global academy qualifications framework for more info)
Entry Requirements	Bachelor degree with Graduate certificate from GABM.
Modules	10 Core and 3 electives with PR
Fees	Indian Students : Rs. 14,999 / - ( including GST) International Students : 250 ( USD)
Designation Title	Certified Marketing Manager (CMM)
Credit points	360 ( all Modules core and electives ) with PR
Level of award	6(refer Global academy qualifications framework for more info)
Entry Requirements	Bachelor degree with 2 years' experience
Fees	Indian Students : Rs. 18,999 /-( including GST) International Students :300 ( USD)
Designation Title	Certified Marketing Director (CMD)
Credit points	360 ( all Modules and electives ) with PR
Level of award	7(refer Global academy qualifications framework for more info)
Entry Requirements	Bachelor degree with 5 years' experience
Fees	Indian Students :24,999 / - Rs ( including GST) International Students : 350 ( USD)

# SUMMARY PROGRAMME DETAILS (CONT.)

## VALIDATION

Validating Institution	GABM Global Academy of Business and Management
Date of Last Validation	October 2020
Date of next periodic review	October 2023

## PROFESSIONAL ACCREDITATION

Accrediting body:	American Management Institute ( AMI )
Date of last programme accreditation	October 2022
Date of next periodic review	September 2023
Accrediting body:	International Accreditation organization
Date of last programme accreditation	October 2020
Date of next periodic review	October 2025
Accrediting body:	European accreditation council for online learning
Date of last programme accreditation	October 2022
Date of next periodic review	September 2023
Accrediting body:	United states distance learning association
Date of last programme accreditation	October 2022
Date of next periodic review	September 2023
Accrediting body:	The international association for continuing education and training
Date of last programme accreditation	October 2022
Date of next periodic review	September 2023
Accrediting body:	International accreditation bureau for distance learning
Date of last programme accreditation	September 2022
Date of next periodic review	September 2023

## LEARNING MATERIAL APPROVAL

Approving and Reviewing Body	American Management Institute ( AMI )
Status	Approved
Approving and Reviewing Body	World certification Institute
Status	Approved
Approving and Reviewing Body	The CPD Certification Service, UK
Status	Approved
Approving and Reviewing Body	CPD Group , UK
Status	Approved
Approving and Reviewing Body	International Board of Certified Trainers (IBCT)Netherlands
Status	Approved



# PROGRAMME OVERVIEW

## RATIONALE

The programme of study will be directed towards the attainment, assessment and evaluation of knowledge and skills required by the marketing graduate.

The intention is to create an intellectually challenging credential that will prepare for a career in the field of marketing or for further academic study.

The marketing management certification and qualifications re-frames those challenges and opportunities, providing participants with a deliberate balance between relevant conceptual knowledge and practical skills that helps them navigate their way to success.

This program is a distinctive opportunity for participants to attain the competence they need to become astute marketing leaders who can generate value for their customers and growth for their organization.

## INTRODUCTION

Change clearly becoming the foremost fact in today's business world. The dominance of the customer, the rise of data as a strategic asset, competition being reimagined, more global reach, and many other changes promise to transform future marketing efforts.

With such an increasingly dynamic context, marketers should stay on top of those ever shifting environments and master the critical skills needed to steer through them.

The evolved marketing leader is expected to understand the business landscape well enough to articulate and predict which markets, products, services, or execution strategies will deliver growth.

## INTRODUCTION

This programme provides students with the necessary knowledge and skills to become competent business managers and specialists in the field of marketing. Students acquire the skills necessary to be able to conduct research and to analyze and interpret data to obtain insights that allow them to identify and effectively satisfy consumer needs and demands for products and /or services.

Students are also equipped with the knowledge to develop marketing strategies that identifies and guides the optimal delivery of customer value and are taught to effectively use both traditional and digital marketing communications platforms to effectively reach customers and convey their product and / or services offerings value. While attempting to ensure that a sound theoretical foundation is laid, use is also made of both practical examples in the learning situation as well as providing students with the opportunity to gain practical experiences through industry projects which form part of the module content.

## QUALIFICATION FRAMEWORK

The Programme maps closely to the Global academy qualifications framework prepared by GABM office of executive education and professional certification.

## ENTRY REQUIREMENTS

Entrants to this programme are normally required to have attained the following.

- Applicants should either have at least Secondary school or entry to bachelor degree for Graduate certificate
- Students who have completed bachelor degree / fresher or final year students can apply for Graduate diploma.
- Bachelor degree with one of the graduate certificate from GABM for Professional certificate  
Bachelor degree with 2 years' experience for Managerial certificate.
- Bachelor degree with 5 years' experience for Director Certificate.
- A good honors degree or equivalent in a relevant subject or equivalent industrial and work experience in construction management or other related field.

## WHO SHOULD ATTEND

- Middle and senior marketing managers, brand managers, senior marketing planners and strategists, strategic communication leads - who aim to advance, developing into advocates for leading change.
- Marketing directors aiming to establish advanced applicable knowledge of all aspects of marketing management.
- Middle managers - for commercial related functions (business development, sales, customer service experience) who are planning career shift or want to advance their marketing knowledge.

## PROGRAMME PROGRESSION

All modules on this Programme are set at Global academy qualification framework level 6 (Masters level) and there are no co-requisites or prerequisites in the study programme.

Assessments are conducted in accordance with the GABM General and Academic Regulations for Students and the GABM Postgraduate Programme Assessment, Progression and Award Regulations.

## AWARDS

- Graduate certificate in Marketing management
- Graduate Diploma in Marketing management
- Certified Marketing Professional ( CMP)
- Certified Marketing Manager ( CMM)
- Certified Marketing Director ( CMD)

Awards are conferred in accordance with the GABM General and Academic Regulations for Students and the GABM Postgraduate Programme Assessment, Progression and Award Regulations.

## CAREER PROSPECTS

This well-respected program will enhance your marketing career prospects. As a graduate, you'll benefit from GABM Global academy of business and management excellent reputation in the business community when you are ready to look for employment

Our Marketing management programme will equip with important management expertise and core marketing knowledge in order to prepare you for such role as , .

- Brand management
- Account planning
- Market researcher
- Media planning
- Marketing consulting
- Public relations
- Digital marketing
- Sales
- Customer service
- Relationship management
- Advertising
- Media planning

## LEARNING AND TRAINING METHODS

The Human Resource management programme uses a number of different assessment techniques that will allow you to demonstrate your understanding of concepts and issues covered. These may be broadly categorized as 'coursework' which may be in the form of individual or group assignments, practical problem-solving exercises and presentations.

It should be emphasized that the purpose of assessment is not only grade you, and provide information to facilitate management of the course, but also to provide feedback to you. In this manage it accordingly. You should keep all the returned assessment work in a file as you may have to submit this at the end of the programme for the academy to assess.

Individual model leaders will distribute information on the methods of assessment used, and their weighing at the start of each module.

## ASSESSMENT STRATEGY

The assessment strategy for each module will be outlined within the module. The modules will be assessed as coursework. Each of the assessments that you complete will assess a series of learning outcomes defined in the modules. Note that within some modules you may complete assessments that do not carry marks, these are termed formative and are an opportunity for you to gain feedback on your progress that will help you in your summative ( marks carrying ) assessments.

## NOTIFICATION OF ASSIGNMENTS

You will be notified of assessments by the academy. They will advise you of the requirements, the marking criteria and of the respective submission dates during one or more of the timetabled sessions.

Submission of coursework assignments is typically by one of two methods. Paper submissions are made to the address of the academy. Electronic submissions are made through email or through myglobal platform.

## REFERENCING

For most of your assignments you will be expected to do some further reading and you are required to think and produce increasingly original work, around the work of others. You need to give suitable credit to those that have produced the work that you are using.

The default referencing is the GABM referencing system ( a guide to this system can be found on the course space, accessed through the student portal ). Please use this unless you are directed differently within your assignment brief.

## FEEDBACK FOLLOWING ASSESSMENTS

You will be provided with generic feedback for in module formative and summative elements of assessment which contribute to a module within 15 working days of the scheduled submission date. Generic feedback on end of module assessment will be made available within 15 days of publication of results. Feedback may be oral, written, posted on a website or other.

The module tutors have a variety of methods for helping you to improve your performance. They will often give you direction prior to the deadline in the form of feed forward pointers based on their experiences of delivering similar learning and assessment before use this to gain a better understanding of what is expected of you.

## STUDY SUPPORT

### INDUCTION MODULE

All students are expected to complete the non-credit bearing Induction Module before the programme commences. The Induction Module is designed to equip students with the skills they need to study at GABM. The topics covered include:

- Studying at a distance
- Understanding your learning style
- How to manage your time
- Reading actively and critically
- Introduction to the e-library
- Developing academic writing
- Writing in your own words - a guide to how to reference your work

The resources within the Induction Module are available to students throughout the duration of their study with GABM.

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### STUDENT LEARNING SUPPORT

The Programme is delivered via the online and distance learning and support is provided online giving students' access to GABM tutors and other students worldwide.

The GABM Programme administrator or Director of the academy will act as the main point of contact to students throughout the duration of their Programme. The academic team will guide and support students' learning. Other GABM teams provide support for assignments, exams and technical issues.

Each student, whatever their location, will have access to a wealth of library and online materials to support their studies.

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### ENGLISH LANGUAGE SUPPORT

English is the common language for all programmes. It is appreciated that some students will need additional support. Therefore, the GABM provides learning resource to help students whose first language is not English.

## ASSESSMENT

Assessment for the course is based primarily on coursework. In some modules tests are used to confirm knowledge and understanding of core concepts. In modules where enquiry-based learning is used, the scenarios adopted will provide the vehicles for the coursework. For the dissertation / thesis module, the assessment is based on an individual piece of research conducted by the student and culminating in the submission of a dissertation / thesis.

## ACADEMIC PERFORMANCE

Students will receive a written evaluation of their academic progress, performance and professional potential. This evaluation will assist students to define their strength and weakness allowing the student to work on improving the weaker performance areas.

## **COURSE / MODULE WAIVER**

Students requesting course waivers must compile suitable documentation for how the proposed course is comparable. Suitable documentation may include but is not limited to course syllabi, examinations, term papers, bibliographies, textbooks, reading lists and lecture notes. Lack of suitable documentation may result in denied request. Once documentation is compiled, students will request written permissions from their committee and the instructor of the course to be waived. After completing the proceeding steps, students must submit all materials to the academy.

## **CREDIT SHARING POLICY**

If your programme includes more than 200 points, then you may share up to 30% of the total credits with another graduate or designation qualification credential.

## **NON-COMPENSABLE MODULES**

None

## **INFORMATION ABOUT ASSESMENT REGULATIONS**

GABM Global academy of business and management assessment regulations apply to this programme.

## **PARTICULAR SUPPORT FOR LEARNING**

- Learning enhancement team
- Learning resources
- Programme handbook and module handbooks
- Access to progression and support advisors
- MyGlobal

## **REFERENCE POINTS**

- Programme specification guidelines.
- GABM student handbook
- Global Academy qualifications framework
- GABM policies and procedures

# PROGRAMME AIMS

## PROGRAMME AIMS

The aims of the programme are as follows.

- To develop an understanding of different domains of knowledge and a range of perspectives in the study of marketing communications and advertising in both domestic and international contexts.
- To provide an in depth and intellectually challenging study of advertising and marketing communications, whilst encouraging independent judgment and awareness.
- To enhance the learner's intellectual and transferable skills especially those relevant to the communication industry, including critical, individual and team skills.
- To appreciate new emerging developments within the advertising and marketing communications domain.

## LEARNING OUTCOMES

- Analyze the business environment, customers, competitors and company capabilities.
- Identify relevant market opportunities and threats.
- Understand how to approach and capitalize on market opportunities for superior value creation.
- Create powerful and effective marketing plans, supporting business goals.
- Formulate winning marketing strategies- for B2C and B2B.
- Design and execute effective marketing programs, (4P'S) resulting in superior customer experience.
- Evaluate and appraise marketing performance.  
Practice and develop 21st century skills, critical thinking collaboration, communication and creativity.

## A. KNOWLEDGE AND UNDERSTANDING LEARNING OUTCOMES

Upon successful completion of the programme you should be able to demonstrate that you have achieved a number of key learning outcomes to a level appropriate for the award of graduate or designation qualifications of the academy.

In particular, you should be able to show that you can,

- Demonstrate an understanding of the role, process and practice of advertising and marketing communications in a range of contexts.
- Evaluate, respond to and communicate with relevant customers and markets in a range of contexts.
- Demonstrate an understanding and ability to apply classical and contemporary principles of marketing.
- Apply theories of marketing in evaluating practice within an employer organization.

## TEACHING/LEARNING METHODS AND STRATEGIES

Module delivery follows a standard format incorporating a range of subject appropriate resources suitable for the online distance learner. This may include, but is not limited to, video visual presentations, interactive case studies and online journals. Modules will be supported by a core e-book.

In the Postgraduate Research Project module, self-directed learning and problem solving combined with supervisor consultation further enhances knowledge and understanding, focusing on students' own chosen research topics.

Throughout the programme, students are encouraged to undertake independent study and enquiry to broaden their knowledge and understanding of the subject.

## ASSESSMENT METHODS

Formative assessment opportunities and feedback are provided throughout the programme. These vary in format and may include self-assessment assignments and tutor guided discussion. All are designed to motivate and support the student.

Summative assessment methods and formats vary across the modules and are appropriate to the module and its stated learning outcomes.

## B. COGNITIVE SKILLS LEARNING OUTCOMES

By the end of the Programme students should be able to demonstrate how to:

- Select, collate, analyze and synthesis information from a range of sources.
- Use-self-awareness and creativity in problem solving and reasoning.
- Demonstrate an ability to apply practical solutions to real problems based upon the application of analysis and reflection.

## TEACHING/LEARNING METHODS AND STRATEGIES

Students learn cognitive skills through working through a series of real life problems and seeking solutions by reading and interpreting research articles, by listening and discussing a series of topics and theories, by identifying suitable research articles to support their learning and their dissertation, and by applying theory to a specific problem and producing a significant piece of work based on their analysis.

## ASSESSMENT METHODS

Students cognitive skills are assessed by course-work which requires than to access data analyze and interpret it and write reports.

Also the planning, implementation and production of report will give students ample opportunity to think, plan and identify their weakness and work through these to solve specific problems.



## C. PRACTICAL AND PROFESSIONAL SKILLS LEARNING OUTCOMES

By the end of the Programme students should be able to demonstrate how to:

- Demonstrate an understanding of the role and functions in advertising and marketing communications and critically analyze problems and recommended solutions.
- Evaluate the importance of research and trend analysis relevant to the advertising and marketing communications industry.
- Demonstrate the ability to apply advertising and marketing communications theory in practical and /or experiential situations.
- Reflect on personal growth and academic professional development.

### TEACHING/LEARNING METHODS AND STRATEGIES

Students are encouraged to share knowledge and ideas in relation to financial and accounting management. A range of online activities require students to analyze given information and make reasoned decisions.

### ASSESSMENT METHODS

A range of formative assessment activities are utilized to help develop the ability to analyze problems and provide reasoned advice.

Summative assessment tests that the students have formulated appropriate strategies for financial and accounting management

## D. KEY TRANSFERABLE SKILLS LEARNING OUTCOMES

By the end of the Programme students should be able to demonstrate how to:

- Understand the importance of reflective practice of continual professional development and career progression.
- Work effectively to complete tasks as an individual or in groups within structured and unstructured contexts.
- Effectively utilize a range of communications skills for different purposes.

# PROGRAMME STRUCTURE

Module Code	Module	Core / Elective	
MM - 101	Defining marketing for the new realities	Core	20
MM - 102	Developing marketing strategies and plans	Core	20
MM - 103	Creating long-term loyalty relationships	Elective	20
MM - 104	Capturing marketing insights	Core	20
MM - 105	Conducting Marketing research	Core	20
MM - 106	Connecting with customers	Core	20
MM - 107	Analyzing business markets	Core	20
MM - 108	Tapping into Global Markets	Elective	20
MM - 109	Identifying market segment and targets	Elective	20
MM - 110	Crafting the branding position	Elective	20
MM - 111	Creating Brand Equity	Elective	20
MM - 112	Addressing competition and driving growth	Core	20
MM - 113	Setting product strategy	Elective	20
MM - 114	Designing and managing services	Core	20
MM - 115	Introducing new market offerings	Core	20
MM - 116	Developing pricing strategic and programs	Elective	20
MM - 117	Managing mass communication: advertising, sales, promotions, events and experiences and public relation	Core	20
MM - 118	Managing digital communications: online, social media and mobile.	Core	20

## DISTINCTIVE FEATURES OF THE PROGRAMME

- The Induction Module.
- The flexibility to choose the start date.
- Syllabus maps fully to the Global Academy Qualifications Framework.
- The flexibility for students to choose the pace of their study.
- The ability to interact with students from different Programmes and in varied geographical locations locally and internationally via the Mygabm.
- International professional, personal and academic networking opportunities.
- The programme and its syllabus is internationally recognized.
- Availability of interim awards either Graduate Certificate or Graduate Diploma.
- Availability of Designation Qualifications in Construction Management.

# PROGRAMME CURRICULUM MAP

Module Code	Graduate Certificate	Graduate Diploma	Certified Marketing Professional	Certified Marketing Manager	Certified Marketing Director
Defining marketing for the new realities	✓	✓	✓	✓	✓
Developing marketing strategies and plans	✓	✓	✓	✓	✓
Creating long-term loyalty relationships	✗	✗	✗	✗	✓
Capturing marketing insights	✗	✗	✗	✓	✓
Conducting Marketing research	✓	✓	✓	✓	✓
Connecting with customers	✓	✓	✓	✓	✓
Analyzing business markets	✗	✓	✓	✓	✓
Tapping into Global Markets	✓	✓	✓	✓	✓
Identifying market segment and targets	✗	✗	✗	✓	✗
Crafting the branding position	✗	✗	✗	✗	✗
Creating Brand Equity	✗	✗	✗	✗	✗
Addressing competition and driving growth	✓	✓	✓	✓	✓
Setting product strategy	✓	✓	✓	✓	✓
Designing and managing services	✓	✓	✓	✓	✓
Introducing new market offerings	✗	✓	✓	✓	✓
Developing pricing strategic and programs	✓	✓	✓	✓	✓
Managing mass communication: advertising, sales, promotions, events & experiences & public relation	✓	✓	✓	✓	✓
Managing digital communications: online, social media and mobile.	✗	✓	✓	✓	✓
Assignments	✓	✓	✓	✓	✓
Project Report - 100 Points	✗	✗	✓	✓	✓
<b>Credit Points</b>	<b>200</b>	<b>260</b>	<b>360</b>	<b>380</b>	<b>380</b>

## ASSESSMENT PATTERN

The GABM global academy consists of variety of assessment modes.

Assessed assignments ( in essay , report, problem, case studies or short question format)

Written examination papers.

Project report submission.

The exact combination of assessment vary from programme to programme and from module to module.

<b>Graduate certificate in marketing management</b>	<b>1 Assignment</b>	<b>200</b>
<b>Graduate Diploma in marketing management</b>	<b>2 Assignments</b>	<b>260</b>
<b>Certified marketing Professional (CMP)</b>	<b>3 Assignments</b>	<b>360</b>
<b>Certified marketing Manager (CMM)</b>	<b>3 assignments with project report</b>	<b>400</b>
<b>Certified Marketing Director (CMD)</b>	<b>3 assignments with project report</b>	<b>400</b>

Note: Assignments and patterns are subject to change without notice; candidates are required to contact office of executive education and professional certification of the academy for respective programme before start of the course.

# MODULE DESCRIPTIONS

Module Code	MM - 101
Module Title	Defining marketing for the new realities
Credit Value	20
Pre-requisites	None
Co-requisites	None
Prohibited combinations	None
Telephone	080 - 26591957
Email	studentsupport@mygabm.com

## MODULE DESCRIPTION

This module is About Defining marketing for the new realities.

## MODULE LEARNING OUTCOMES

- Why is marketing important?
- What is the scope of marketing?
- What are some core marketing concepts?
- What forces are defining the new marketing realities?
- What does a holistic marketing philosophy include?
- What tasks are necessary for successful marketing management?

## MODULE SYLLABUS

a.	The value of marketing
b.	Marketing decision making
c.	Winning marketing
d.	The scope of marketing
e.	What is marketing
f.	What is marketed
g.	Who markets
h.	Core marketing concepts
l	Needs, wants and demands

j.	Target markets, positioning and segmentation
k.	Offerings and brands
l.	Marketing channels
m.	Paid, owned and earned media
n.	Impressions and engagement
o.	Value and satisfaction
p.	Supply chains
q.	Competition
r.	Marketing environment
s.	The new marketing realities
t.	Technology
u.	Globalization
v.	Social responsibility
w.	Company orientation towards the marketplace
x.	The production concept
y.	The product concept
z.	The selling concept
aa.	The marketing concept
ab.	The holistic marketing concept
ac.	Updating the four Ps

# MODULE DESCRIPTIONS

Module Code	MM - 102
Module Title	Developing marketing strategies and plans
Credit Value	20
Pre-requisites	None
Co-requisites	None
Prohibited combinations	None
Telephone	080 - 26591957
Email	studentsupport@mygabm.com

## MODULE DESCRIPTION

This module is About Developing marketing strategies and plans.

### MODULE LEARNING OUTCOMES

- How does marketing affect customer value?
- How is strategic planning carries out at the corporate and divisional levels?
- How is strategic planning carries out at the business unit level?
- What does a marketing plan include?

### MODULE SYLLABUS

a.	Marketing and customer value
b.	The value delivery process
c.	The value chain
d.	Core competencies
e.	The central role of strategic planning
f.	Corporate and decision strategic planning
g.	Defining the corporate mission
h.	Establishing strategic business units
i.	Assigning resources to each strategic business unit
j.	Assessing growth opportunities
k.	Organization and organizational culture
l.	Marketing innovation
m.	Business unit strategic planning
n,	The business mission
o	SWOT analysis

p.	Goal formulation
q.	Strategic formulation
r.	Program formulation and implementation
s.	Feedback and control
t.	The nature of contents of a marketing plan
u.	Marketing plan criteria
v.	The role of research
w.	The role of relationships
x.	From marketing plan to marketing action



# MODULE DESCRIPTIONS

Module Code	MM - 103
Module Title	Creating long-term loyalty relationships
Credit Value	20
Pre-requisites	None
Co-requisites	None
Prohibited combinations	None
Telephone	080 - 26591957
Email	studentsupport@mygabm.com

## MODULE DESCRIPTION

This module is about Creating long-term loyalty relationships

### MODULE LEARNING OUTCOMES

- What are customer value, satisfaction and loyalty and how can companies deliver them?
- What is lifetime value of customers and how can marketers maximize.
- How can companies attract and retain the right customers and cultivate strong customer relationships and communities?
- How do customers 'new capabilities effect the way companies conduct their marketing?

### MODULE SYLLABUS

a.	Building customer values, satisfaction and loyalty
b.	Customer perceived value
c.	Total customer satisfaction
d.	Monitoring satisfaction
e.	Product and service quality
f.	Maximizing customer lifetime value
g.	Customer profitability
h.	Measuring customer lifetime value
i.	Attracting and retaining customers
j.	Building loyalty
k.	Brand communities
l.	Win-backs
m.	Cultivating customer relationships
n,	Customer relationship management

# MODULE DESCRIPTIONS

Module Code	MM - 104
Module Title	Capturing marketing insights.
Credit Value	20
Pre-requisites	None
Co-requisites	None
Prohibited combinations	None
Telephone	080 - 26591957
Email	studentsupport@mygabm.com

## MODULE DESCRIPTION

This module is About Capturing marketing insights.

## MODULE LEARNING OUTCOMES

- What are the components of a modern marketing information system?
- What are useful internal records for a marketing information system?
- What makes up a marketing intelligence system?
- What are some influential macro environment developments?
- How can companies accurately measure and forecast demand?

## MODULE SYLLABUS

a.	Collecting information and forecasting demand
b.	Components of a modern marketing information system
c.	Internal records
d.	The order to payment cycle
e.	Sales information systems
f.	Database, data warehousing and data mining
g.	Marketing intelligence
h.	The marketing intelligence system
i.	Collecting marketing intelligence on the internet
j.	Communicating and acting on marketing intelligence
k.	Analyzing the macro environment
l.	Needs and trends
m.	Identify the major for us
n,	The demographic environment

o.	The economic environment
p.	The sociocultural environment
q.	The natural environment
r.	The technological environment
s.	The political and legal environment
t.	Forecasting and demand measurement
u.	The measures of market demand

# MODULE DESCRIPTIONS

Module Code	MM - 105
Module Title	Capturing market research.
Credit Value	20
Pre-requisites	None
Co-requisites	None
Prohibited combinations	None
Telephone	080 - 26591957
Email	studentsupport@mygabm.com

## MODULE DESCRIPTION

This module is About capturing market research.

## MODULE LEARNING OUTCOMES

- What is the scope of marketing research?
- What steps are involved in conducting good marketing research?
- What are the best metrics for measuring marketing productivity?

## MODULE SYLLABUS

a.	The scope of marketing research
b.	Importance of marketing research
c.	Who does marketing research
d.	Overcoming barriers to the use of marketing research
e.	The marketing research process
f.	Step 1-define the problem, the decision alternatives, and the research objectives.
g.	Step 2 - develop the research plan
h.	Step 3 - collect the information
i.	Step 4 - Analyze the information
j.	Step 5 - Present the findings
k.	Step 6 - make the decision
l.	Measuring marketing productivity
m.	Marketing metrics
n,	Marketing mix modeling
o.	Marketing dashboards

# MODULE DESCRIPTIONS

Module Code	MM - 106
Module Title	Connecting with customers
Credit Value	20
Pre-requisites	None
Co-requisites	None
Prohibited combinations	None
Telephone	080 - 26591957
Email	studentsupport@mygabm.com

## MODULE DESCRIPTION

This module is About Connecting with customers.

### MODULE LEARNING OUTCOMES

- How do consumer characteristics influence buying behavior?
- What major psychological process influence consumer responses to the marketing program?
- How do consumers make purchasing decisions?
- In what ways do consumer stay from a deliberative, rational decision process?

### MODULE SYLLABUS

a.	What influences consumer behavior
b.	Cultural factors
c.	Social factors
d.	Personal factors
e.	Key psychological processes
f.	Motivation
g.	Perception
h.	Marketing
i.	Learning
j.	Emotions
k.	Memory
l.	The Buying decision process : the 5 stage Model
m.	Problem recognition
n,	Information search

o.	Evaluation of alternatives
p.	Purchase decision
q.	Post purchase behavior
r.	Moderating effects on consumer decision making
s.	Behavioral decision theory and behavioral economics
t.	Decision heuristics
u.	Training

# MODULE DESCRIPTIONS

Module Code	MM - 107
Module Title	Analyzing business markets
Credit Value	20
Pre-requisites	None
Co-requisites	None
Prohibited combinations	None
Telephone	080 - 26591957
Email	studentsupport@mygabm.com

## MODULE DESCRIPTION

This module is About analyzing business markets.

## MODULE LEARNING OUTCOMES

- What is organizational buying?
- What buying situations do business buyers fall?
- Who participate in the business to business buying process?
- How do business buyers make their decisions?
- In what ways can business-to-business companies develop effective marketing programs?
- How can companies build strong loyalty relationships with business customers?
- How do institutional buyers and government agencies do their buying?

## MODULE SYLLABUS

a.	What is organizational buying
b.	The business market versus the consumer market
c.	Buying situations
d.	Participating in the business buying process
e.	The buying center
f.	Buying center influences
g.	Targeting firms and buying centers
h.	The purchasing / procurement process
i.	Stages in the buying process
j.	Problem recognition
k.	General need description and product specification
l.	Supplier research

m.	Proposal solicitation
n.	Supplier selection
o.	Order routine specification
p.	Performance review
q.	Developing effective business to business marketing programs
r.	Communication and branding activities
s.	System buying and selling



# MODULE DESCRIPTIONS

Module Code	MM - 108
Module Title	Tapping into Global Markets
Credit Value	20
Pre-requisites	None
Co-requisites	None
Prohibited combinations	None
Telephone	080 - 26591957
Email	studentsupport@mygabm.com

## MODULE DESCRIPTION

This module is About Tapping into Global Markets.

## MODULE LEARNING OUTCOMES

- What factors should a company review before deciding to go abroad?
- How can companies evaluate and select specific international markets to enter?
- What are the differences between marketing in a developing and developed markets?
- What are the major ways of entering a foreign market?
- To what extent must the company adapt its products and marketing program to each foreign country?
- How do marketers influence country of origin effects?

## MODULE SYLLABUS

a.	Competing on a global basis
b.	Deciding whether to go abroad
c.	Deciding which markets to enter
d.	How many markets to enter
e.	Evaluating potential markets
f.	Succeeding in developing markets
g.	Deciding how to enter the market
h.	Indirect and direct export
i.	Licensing
j.	Joint ventures
k.	Direct investment
l.	Acquisition

m.	Deciding on the marketing program
n.	Global similarities and differences
o.	Marketing adaption
p.	Global product strategies
q.	Global communication strategies
r.	Global pricing strategies
s.	Global distribution strategies
t.	Country and origin effects
u.	Building country images
v.	Consumer perceptions of country and origin

# MODULE DESCRIPTIONS

Module Code	MM - 109
Module Title	Identifying market segment and targets
Credit Value	20
Pre-requisites	None
Co-requisites	None
Prohibited combinations	None
Telephone	080 - 26591957
Email	studentsupport@mygabm.com

## MODULE DESCRIPTION

This module is About Identifying market segment and targets.

## MODULE LEARNING OUTCOMES

- In what ways can a company divide the consumer market into segments?
- How should business markets be segmented?
- How should a company choose the most attractive target markets?
- What are the requirements for effective segmentation?
- What are the different levels of market segmentation?

## MODULE SYLLABUS

a.	Bases of segmenting consumer markets
b.	Geographic segmentation
c.	Demographic segmentation
d.	Psychographic segmentation
e.	Behavioral segmentation
f.	How should business markets be segmented?
g.	Market targeting
h.	Effective segmentation criteria
i.	Evaluating and selecting market segments

# MODULE DESCRIPTIONS

Module Code	MM - 110
Module Title	Crafting the branding position
Credit Value	20
Pre-requisites	None
Co-requisites	None
Prohibited combinations	None
Telephone	080 - 26591957
Email	studentsupport@mygabm.com

## MODULE DESCRIPTION

This module is About Crafting the branding position.

## MODULE LEARNING OUTCOMES

- How can a firm develop and establish an effective positioning in the market?
- How do marketers identify and analyze competition?
- How brands are successfully differentiated?
- How do firms communicate their positioning?
- What are some alternative approaches to positioning?
- What are the differences in positioning and branding for a small business?

## MODULE SYLLABUS

a.	Developing a brand positioning
b.	Understand positioning and value propositions
c.	Choosing a competitive frame of reference
d.	Identify potential points-of-difference
e.	Points-of-parity
f.	Choosing specific pop's and pod's
g.	Brand mantras
h.	Establishing a brand positioning
i.	Alternative approaches to positioning
j.	Brand narratives and story telling
k.	Cultural branding
l.	Positioning and branding for a small business

# MODULE DESCRIPTIONS

Module Code	MM - 111
Module Title	Creating Brand Equity
Credit Value	20
Pre-requisites	None
Co-requisites	None
Prohibited combinations	None
Telephone	080 - 26591957
Email	studentsupport@mygabm.com

## MODULE DESCRIPTION

This module is About Creating Brand Equity.

### MODULE LEARNING OUTCOMES

- What is brand and how does branding work?
- What is brand equity?
- How is brand equity build?
- How is brand equity measured?
- How is brand equity managed?
- What is brand architecture?
- What is customer equity?

### MODULE SYLLABUS

a.	How does branding work?
b.	The role of brands
c.	The scope of branding
d.	Defining brand equity
e.	Brand equity models
f.	Building brand equity
g.	Designing holistic marketing activities
h.	Leveraging secondary associations
l.	Internal branding
j.	Measuring brand equity
k.	Managing brand equity
l.	Brand reinforcement

m.	Brand revitalization
n.	Devising a branding strategy
o.	Branding decisions
p.	Brand portfolios
q.	Brand extensions
r.	Customer equity

# MODULE DESCRIPTIONS

Module Code	MM - 112
Module Title	Addressing competition and driving growth
Credit Value	20
Pre-requisites	None
Co-requisites	None
Prohibited combinations	None
Telephone	080 - 26591957
Email	studentsupport@mygabm.com

## MODULE DESCRIPTION

This module is About Addressing competition and driving growth.

## MODULE LEARNING OUTCOMES

- Why is it important for companies to grow the core of their business?
- How can market leaders expand the total market and defend market share?
- How should market challenges attack market leaders?
- How can market followers or Nichers compete effectively?
- What marketing strategies are appropriate at each stage of the product life cycle?

## MODULE SYLLABUS

a.	Growth
b.	Growth strategies
c.	Growing the core
d.	Competitive strategies for market leaders
e.	Expanding total market demand
f.	Protecting market share
g.	Increasing market share
h.	Other competitive strategies
i.	Market challenger strategies
j.	Market follower strategies
k.	Market Nicher strategies
l.	Product life cycle marketing strategies
m.	Product life cycles

n.	Style, fashion, and fad life cycles
o.	Market strategies - introduction stage and the pioneer advantage
p.	Understanding double jeopardy
q.	Marketing strategies - Growth stage
r.	Marketing strategies - Maturity stage
s.	Marketing strategies - Decline stage
t.	Evidence for the product life cycle concept
u.	Critique of the product life cycle concept
v.	Market evolution



# MODULE DESCRIPTIONS

Module Code	MM - 113
Module Title	Setting product strategy
Credit Value	20
Pre-requisites	None
Co-requisites	None
Prohibited combinations	None
Telephone	080 - 26591957
Email	studentsupport@mygabm.com

## MODULE DESCRIPTION

This module is About Setting product strategy.

## MODULE LEARNING OUTCOMES

- What are the characteristics of products and how do marketers classify products?
- How can companies differentiate products?
- Why is product design important and what are the different approaches taken?
- How can marketer's best manage luxury brands?
- What environmental issues must marketers consider in their product strategies?
- How can a company build and manage its product mix and product lines?
- How can companies use packaging, labeling, warranties, and guarantees as marketing tools?

## MODULE SYLLABUS

a.	Product characteristics and classification
b.	Product levels : the customer - value hierarchy
c.	Product classifications
d.	Differentiation
e.	Product differentiation
f.	Services differentiation
g.	Design
h.	Design leaders
l.	Power of design
j.	Approaches to design
k.	Luxury products
l.	Characteristics luxury brands

m.	Growing luxury brands
n.	Marketing luxury brands
o.	Environmental issues
p.	Product and brand relationship
q.	The product hierarchy
r.	Product systems and mixes
s.	Product live length
t.	Product mix pricing
u.	Co-branding and ingredient branding
v.	Packaging, labeling, warranties and guarantees

# MODULE DESCRIPTIONS

Module Code	MM - 114
Module Title	Designing and managing services
Credit Value	20
Pre-requisites	None
Co-requisites	None
Prohibited combinations	None
Telephone	080 - 26591957
Email	studentsupport@mygabm.com

## MODULE DESCRIPTION

This module is About Designing and managing services.

## MODULE LEARNING OUTCOMES

- How can services be defined and classified, and how do they differ from goods?
- What are the new services realities?
- How can companies achieve excellence in services marketing?
- How can companies improve service quality?
- How can goods marketers improve customer-support service?

## MODULE SYLLABUS

a.	The nature of services
b.	Service industries are everywhere
c.	Categories of service mix
d.	Distinctive characteristics of services
e.	The new services realities
f.	A shifting customer relationship
g.	Achieving excellence in services marketing
h.	Marketing excellence
i.	Technology and service delivery
j.	Best practices of top service companies
k.	Differentiating services
l.	Managing service quality
m.	Managing customer expectations
n.	Managing product support services
o.	Identifying and satisfying customer needs
p.	Post sale service strategy

# MODULE DESCRIPTIONS

Module Code	MM - 115
Module Title	Introducing new market offerings
Credit Value	20
Pre-requisites	None
Co-requisites	None
Prohibited combinations	None
Telephone	080 - 26591957
Email	studentsupport@mygabm.com

## MODULE DESCRIPTION

This module is About Introducing new market offerings.

## MODULE LEARNING OUTCOMES

- How can new products be categorized?
- What challenges does a company face in developing new products and services?
- What organizational structure and processes do managers use to oversee new product development?
- What are the main stages in developing new products and services?
- What is the best way to manage the generation of new ideas?
- What is the best way to manage concept and strategy development?
- What is the best way to manage the commercialization of new product?  
What factors affect the rate of diffusion and consumer adoption of newly launched products and services?

## MODULE SYLLABUS

a.	New product options
b.	Make or buy
c.	Types of new products
d.	Challenges in new product development
e.	The innovation imperative
f.	New product success
g.	New product failure
h.	Organizational arrangements
l.	Budgeting for new product development
j.	Managing the development process - ideas
k.	Generating ideas

l.	Using idea screening
m.	Concept development and testing
n.	Marketing strategy development
o.	Business analysis
p.	Managing the development process : development to commercialization
q.	The consumer adoption process
r.	Stages in the adoption process
s.	Factors influencing the adoption process

# MODULE DESCRIPTIONS

Module Code	MM - 116
Module Title	Developing pricing strategic and programs
Credit Value	20
Pre-requisites	None
Co-requisites	None
Prohibited combinations	None
Telephone	080 - 26591957
Email	studentsupport@mygabm.com

## MODULE DESCRIPTION

This module is About Developing pricing strategic and programs.

### MODULE LEARNING OUTCOMES

- How do consumers process and evaluate prices?
- How should a company set prices initially for products and services?
- How should a company adapt prices to meet vary circumstances and opportunities?
- How should a company respond to a competitors price change?

### MODULE SYLLABUS

a.	Understanding pricing
b.	Pricing in a digital world
c.	The changing pricing environment
d.	How companies price
e.	Consumer phycology and pricing
f.	Setting the price
g.	Step - 1 selecting the pricing objective
h.	Step - 2 determining demand
l.	Step -3 estimating costs
j.	Step - 4 analyzing competitors cost price and offers
k.	Step - 5 selecting a pricing method
l.	Step 6 selecting a final price
m.	Adapting the price
n.	Geographical pricing ( cash, counter trade , barter)
o.	Price discounts and allowances

p.	Promotional pricing
q.	Differentiated pricing
r.	Initiating and responding to price changes
s.	Initiating price cuts
t.	Initiating price increases
u.	Anticipating competitive responses
v.	Responding to competitors price changes

# MODULE DESCRIPTIONS

Module Code	MM - 117
Module Title	Managing mass communication: advertising, sales, promotions, events and experiences and public relation
Credit Value	20
Pre-requisites	None
Co-requisites	None
Prohibited combinations	None
Telephone	080 - 26591957
Email	studentsupport@mygabm.com

## MODULE DESCRIPTION

This module is About Managing mass communication: advertising, sales, promotions, events and experiences and public relation

### MODULE LEARNING OUTCOMES

- What steps are required in developing an advertising program?
- How should marketers choose advertising media and measure their effectiveness?
- How should sales promotion decisions be made?
- What are the guidelines for effective brand-building events and experiences?
- How can companies exploit the potential of public relations?

### MODULE SYLLABUS

a.	Developing and managing an advertising program
b.	Setting the advertising objectives
c.	Deciding on the advertising budget
d.	Developing the advertising campaign
e.	Choosing media
f.	Evaluating advertising effectiveness
g.	Sales promotions
h.	Advertising versus promotion
i.	Major decisions
j.	Events and experiences
k.	Events objectives
l.	Major sponsorship decisions
m.	Creating experiences
n.	Public relations
o.	Marketing public relations
p.	Major decisions in marketing PR



# MODULE DESCRIPTIONS

Module Code	MM - 118
Module Title	Managing digital communications: online, social media and mobile.
Credit Value	20
Pre-requisites	None
Co-requisites	None
Prohibited combinations	None
Telephone	080 - 26591957
Email	studentsupport@mygabm.com

## MODULE DESCRIPTION

This module is About Managing digital communications: online, social media and mobile.

## MODULE LEARNING OUTCOMES

- What are the pros and cons of online marketing?
- How can companies carry out effective social media campaigns?
- What are some tips for enjoying positive word of mouth?
- What are important guidelines for mobile marketing?

## MODULE SYLLABUS

a.	Online marketing
b.	Advantages and disadvantages of online marketing
c.	Communication
d.	Online marketing communications options
e.	Social media
f.	Social media platforms
g.	Using social media
h.	Word of mouth
i.	Forms of word of mouth
j.	Creating word of mouth buzz
k.	Measuring the effects of word of mouth
l.	Mobile marketing
m.	The scope of mobile marketing
n.	Developing effective mobile marketing programs
o.	Mobile marketing across markets



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