



# MARKETING MANAGEMENT

## MASTERCLASS

European International University-Paris



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# MARKETING MANAGEMENT

*Masterclass*

Marketing Management Masterclass is a professional certificate online course by European International University-Paris. This course revolves around various concepts of marketing strategies, practices and new techniques which vary with the demands and needs of the consumers. So, take this masterclass and learn 'Marketing Management' in a simplified way from a renowned management consultant and leading professor Dr. Robert Park (Management Faculty at EIU-Paris).

If you are a student of 'Marketing Management' subject as a part of your MBA/BBA/M.Com/B.Com or related curriculum, this course will help you understand all the concepts with relevant examples in the simplest manner. This MBA level course covers most of the marketing curriculum taught all across the world through books by leading authors like Philip Kotler, Kevin Keller, Gary Armstrong, Charles Lamb, Joseph Hair, Noel Capon and so on

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**“An investment in knowledge pays the best interest”  
Benjamin Franklin**



## What I will learn?

- Upon completion of the Marketing Management Masterclass, not only you get an EIU-Paris Certification which boosts your career but, delegates will also be able to understand the various dynamics of Consumer Behaviour and how to implement various marketing strategies effectively.
- You will be able to design a concise, strategic, and successful marketing plan.
- You will also be able to develop skills and creativity in addressing the problems and opportunities involved in the implementation of such a plan in an organization.
- If you are a student of the 'Marketing Management' subject as a part of your curriculum, this course will help you understand all the concepts with relevant examples in the simplest manner.
- This MBA-level course covers most of the marketing curriculum taught all across the world through books by leading authors.
- You will also learn how marketing serves as a key element within an organization's strategy.

For more information mail [hello@pedagog.ac](mailto:hello@pedagog.ac)

## Who this course is for:

- MBA, BBA and other students (Postgraduate as well as Undergraduate) studying the subject of Marketing Management will find this course very useful, as it will cover most of the concepts taught in any business school.
- Working Professionals and Managers will find this course useful in learning as well as brushing-up the knowledge of Marketing.
- Business owners may also find this course very helpful, who has not gone to any business school, to have an understanding of Marketing.

## Requirements

- No prior experience is required. We start from the basics
- You'll need access to Microsoft Office (Word, PowerPoint, Excel) to download and practice with the supplemental course materials



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[hello@pedagog.ac](mailto:hello@pedagog.ac)

## LESSONS COVERED:

1. Introduction to Marketing Management
2. Market Research
3. The Marketing Mix
4. Product
5. New Product Development
6. Test Marketing
7. Product Life Cycle (Part 1)
8. Product Life Cycle Strategies (Part 2)
9. Boston Matrix Portfolio Planning
10. Product Review
11. Price
12. Pricing Methods
13. New Product Pricing Strategies
14. Price Review
15. Promotion
16. The Promotional Mix
17. Promotional Strategies
18. Promotion Review
19. Place
20. Internet Marketing
21. Digital Marketing Strategy
22. Place Review
23. Packaging
24. Positioning
25. People
26. Processes
27. Marketing Budget
28. Philosophy
29. International Marketing
30. The Marketing Manager



### This programme will cover below:

- We begin with the definition of Marketing and discuss the role and importance of Marketing in a business. Then it is followed by Marketing Mix - 4Ps and 7Ps of Marketing.
- Then questions like - 'How do you create Customer Value' and 'how do you identify the needs of the customers' are answered through concepts of Customer Value and Marketing Research.
- Understanding the Consumer as well as Business Buying Behaviour.
- 'How do you identify a market segment' and the processes involved in Targeting and Positioning are discussed in the course.
- The concepts related to Branding, Product Strategy, Product Mix, Product Life Cycle and New Product Development have been discussed.
- Concepts of Price and Pricing Strategies with Price Adaptations and Price Changes.
- Learn about Marketing / Distribution Channels, Channel Levels and Channel Design Decisions.
- Then finally we learn about Advertising and Promotions with Public Relations, Direct Marketing, Personal Selling and Digital Marketing.

### Sample Certificate

THE DUAL CERTIFICATE awarded by European International University, Paris & by Pedagog



### Course Structure

The programme is structured into 32 units which have further been arranged into “bite-size” lessons for longer retention and convenient application – which is the desired outcome of true education. Each lesson includes reading requirement and a video.

### Assessment/Reinforcement

This is a Premium Coaching Course; hence the type of assessment is designed not to penalise you for getting anything wrong but to reinforce the principles from each Lesson. This is positive reinforcement and the basis of Academic Coaching. This assessment is based on the premise: What’s worth remembering is worth repeating. No real teaching takes place until learning has taken place.

### Duration

Maximum duration of the course is six-months. However, this customized course can easily be successfully completed at your own pace and in your own space, even within a few weeks.

### Course Fee

The Course is originally priced as 300 USD which includes a certification from European International University, Paris including its Alumni Status after the achievement.

For more information or queries Please mail to [hello@pedagog.ac](mailto:hello@pedagog.ac)



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European International University-Paris



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5

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## Completion

On completion, you will receive certification from Pedagog and European International University-Paris by email.

For Hardcopies students can contact [hello@pedagog.ac](mailto:hello@pedagog.ac)