

# **DIPLOMA IN MARKETING AND SALES MANAGEMENT**

## **I. INTRODUCTION**

Among various functions of Management, Marketing has always offered highest job opportunities. Marketing Manager's job directly links company's product and services with consumer's interest level and thus "sell-ability" of the same. Sales Management is also a very important business function as Sales maximize benefits of the company. And role of a Sales Manager is crucial as they find the customers, provide services to them; and bring revenue and profits for the organization. Thus smart marketing and sales managers are always in good demand.

It is more so in the modern times of globalization and internet revolution. New kind of products and services are in demand. Consumers have become more knowledgeable and clear about their needs. Moreover, all this is happening at the global level and it has multi-cultural dimensions. Consequently marketing opportunities have increased but with new kinds of challenges for marketing professionals.

In addition to the above, sales and marketing functions have emerged as a need for service-oriented organizations like banks, insurance companies, transport & travel organizations, healthcare organizations, educational institutions, government organizations, local self governments and NGOs. Applications of technology have also become a significant part of Sales and Marketing.

The above trends call for a higher and different kind of marketing and sales knowledge and skills among professionals engaged in various marketing functions like selling, distribution, advertising & promotion, packing, pricing etc. Above all, a strategic perspective of Marketing as well as Sales Management is very much required on the part of marketing and sales professionals at all the levels.

Encouraged by this emerging scenario, Ahmedabad Management Association (AMA) presents the framework for Diploma in Marketing and Sales Management and a proposal on offering it as a joint certification program with California State University, San Bernardino (CSUSB).

## **II. PROGRAM OBJECTIVES**

The ultimate goal of the Program is to help participants in acquiring / improving professional competence in various marketing functions; thereby contributing towards higher performance in the respective organizations. Specific objectives are stated below.

- Providing a conceptual perspective of marketing and sales functions in an organization with a focus on understanding strategic framework; and on developing a global perspective
- Contributing towards obtaining new knowledge and developing marketing and sales skills; particularly communication, human behavior and team work
- Contributing towards increasing effectiveness of Marketing Management Systems as well as Sales function in the organization through improved job performance
- Assisting entrepreneur participants interested in starting their own marketing service enterprises

### **III. PROGRAM CONTENT**

#### **Meta Module A**

##### Module A-1: Marketing in an Organizational Context:

Marketing Functions – Interface with other Functions in the Organization – Marketing Environment – Link between Corporate Strategy and Marketing – Six points of marketing — Prospecting, Satisfying needs and solving problems, Analyzing the product-features and benefits – Customer perception of price and cost – Customer and customer behavior – Distribution and logistics, selecting, retaining and developing effective channel partners – Keeping pace with organizational growth – Driving a Ferrari on career expressway - Different types of Marketing

##### Module A-2: Product Concept, Positioning and Market Segmentation:

Product – Services – Concept of a “Product” - Knowing the Customer – Market Segmentations - Product Positioning – Implications of Positioning and Segmentation for Various Marketing Functions - Project Orientation / Research Methodology - Data Analysis - Channels of Distribution – Difference between Distributor, Stockiest, Sole Selling Agent and Retailer - Distribution Strategy – Contracting and Other Legal Aspects – Cost of Distribution – Value Chain - Shipping & Logistics

##### Module A-3: Marketing Communication, Advertising & Promotion:

Concept and Scope of Marketing Communication – Significance – Marketing Communication System – Communication Skills among Marketing / Sales Staff – Communication as a tool for motivation and Influencing Perception – Advertising – Advertising Media – Role of Mass Media – Use of Technology – Advertising Impact – Advertising Industry – Sales Promotion – Scope for Innovation – Public Relations

##### Module A-4: Pricing, Packing and Packaging:

Pricing as a Marketing Decision – Implications for Cost and Profits – Behavioral Aspects of Deciding Market Price – After Sales Services and Pricing - Pricing Decisions: Setting the Price, Adapting the Price, Responding to Price Change - Concept of Packing and Packaging – Repacking – Treatment to Packing and Packaging Cost – Potential as Advertising Medium

##### Module A-5: Sales Management and Selling Skills

A-5.1: Marketing and Sales – Importance of sales persons to society, company, Selling as a career - The Sales Process - Calling on a customer – steps from “Homework” to “Close” Questioning techniques – Answering objections and saying ‘No’ – Role playing of calling on a customer – Relationship selling, Creativity

A-5.2: Characteristics of great salespersons, Competitor, ego driven – Achiever – service oriented – Positive attitude – Being proactive, self efficiency, self motivation – Disciplined work style – Time management, Personal goal setting, turning a territory into a profit centre – Building an effective sales organization

A-5.3: Designing motivational and incentive programmes concept of “Product Managers” – Preparing for higher responsibilities - Customer delight – Customer expectations – Total customer responsiveness (TCR) – Chinese concept for Yuanxi – Designing customer delight

programme – Power of the brain – Self fulfilling prophecy – Mental imaginary – Neuro Linguistic programme (NLP)

## **Meta Module B**

### Module B-1: Marketing Organization, Strategic Planning and Monitoring

B-1.1: Link between Chief Marketing Executive and the Top Management – Function based Marketing Structure

B-1.2: Product based Marketing Organization – Implication for Marketing Control System - Marketing Organization in Regions and Branches - Link between Strategic Plan and Marketing Plan – Annual Business Plan and Marketing Plan – Marketing Targets – Sales Plan

B-1.3: Marketing Control System – Marketing Budget, Sales Budget and Other Budgets – Monitoring and Reporting of Marketing Performance – Evaluation and Feedback to Field Staff

B-1.4: Marketing finance – Pricing – Management of debtors – Credit Management – Marketing Cost Control

### Module B-2: New Applications and Approaches to Marketing:

Marketing of Services – Social Marketing – Rural Marketing – Marketing within the Organization - Segmentation and Targeting: Buyer Behavior (Cultural, Social, Personal, Psychological), Buying Process, Stages of Buying, Demand Measurement and Forecasting

### Module B-3: Consumer Behavior and Behavioral aspects of Marketing and Role effectiveness:

Consumer and Customer – Customer perception of price and cost – Consumer Behavior – Understanding Market and Customers from Behavioral Perspective – Perceptions, Motivation and Communication – Implications for Role Effectiveness – Team building – Marketing Leadership

### Module B-4: International Marketing:

International Marketing as a Strategy for Growth – How are Marketing Functions Different in International Context – Peculiar Issues related to Consumer Behavior, Cultural differences, HR Management, Distribution, Logistics and Foreign Exchange

### Module B-5: Market Research:

Relevance – Link with Social Research – Use of Market Research in Strategic Marketing, Product Development, Consumer Behavior and Distribution Management – Relevant Research Methodology for Data Collection

### Module B-6:

Profile of a marketing professional – Qualities and qualifications – Challenges – Performance and effectiveness in organization

## **Meta Module C: Project Execution**

### Module C-1:

Project Selection - Proposal Submission - Interim Review - Interim Presentation and Peer Feedback

## **VIII. TARGET GROUP**

This Program has been designed for junior and middle level executives working in Marketing & Sales department of the organizations. Such institutions will include business & industrial units and service organizations like hospitals, hotels, banks, insurance companies, travel & transport organizations and NGOs. The Program will be equally useful to fresh graduates interested in building their career in Marketing, Sales, Distribution, Advertising, Market Research etc. functions. Those interested in perusing career as marketing consultants/trainers will also benefit from this Program.

## **IX. ELIGIBILITY**

Candidates fulfilling all the criteria given below will be eligible to apply.

- Indian citizen
- Graduation degree from an Indian recognized university or equivalent.
- Reasonable ability to communicate in English is desirable.
- Preference will be given to candidates with work experience or sponsorships from the employer organization
- Some conceptual base of management and various functions will be an advantage
- There is no bar of age, gender or caste/religion.

## **X. ADMISSION PROCEDURE**

Admissions will be offered on the basis of academic record; and performance in admission test as well as personal interviews. Admission formalities will be completed only upon verification of graduation certificate and other eligibility criteria. Admission will be confirmed only upon completion of formality and the decision of AMA Authority will be final.

## **XI. AMA INFRASTRUCTURE**

AMA's 48,000 sq. ft. Management Complex was set up in 1997 and the complex is surrounded by well-known institutes like IIM, ATIRA, PRL, Gujarat University, B K School of Management, L D Engineering College and Polytechnic College. During its existence of nearly fifty-six years, AMA has conducted various educational, training and research activities from which a large number of individual and organizations have benefited.

The campus consists of classrooms, seminar halls, computer lab, library, auditorium, meeting rooms, dining facility etc. All these facilities are equipped with audio-video systems, internet and video-conference facility.

A special corner is created on International Business that includes Trade Directories, Online data, Books and Articles. Reference books, directories, e-magazine, are the other facilities offered to users. Knowledge resource centre set-up at library provides updated industry data, economic indicators, foreign trade updates etc.

### **1. Library**

AMA Library has a collection of 27,000 books, 300 magazines on various subjects on management and nearly 20,000 indexed articles from the magazines. AMA Library collection also includes 600 CDs. AMA subscribes to 23 newspapers and maintains newspaper clippings on 250 subjects. A special corner is created on International Business that includes trade directories, online data, books and articles. Reference books, directories and e-magazines are the other facilities offered to users. Knowledge resource centre set-up at library provides updated industry data, economic indicators, foreign trade updates etc. AMA Library reading section has a sitting capacity of 70 persons at a time.

- A Caution Deposit of Rs.500 (refundable after completion of the programme) has to be paid by participants who wish to borrow books from the Library.

- On receipt of deposit, Library Card will be issued. Two books will be issued for one month.
- Internet facility is available to AMA student members with a charge of Rs. 20/- per hour.
- Participants are expected to abide by the rules of the library like fines on late return of books, damage/loss of books etc.
- Reports submitted by previous participants are available in the Library for reference.
- The membership of the Library will cease automatically on the completion of the programme the participant is registered into.
- Participants are encouraged to take maximum advantage of the Library.

## **2. Computer Lab**

AMA infrastructure also includes a well equipped computer lab with 20 terminals and latest software providing global connectivity through Internet.

## **4. Canteen**

All the participants of diploma Programs are provided tea/coffee free of cost. This is served half-an hour before commencement of a class.

AMA provides canteen facility on the campus. The canteen provides subsidized lunch for Rs. 50/- which is subject to revision without prior intimation.

## **XII. AWARD OF JOINT CERTIFICATES, DIPLOMAS AND MEDALS**

Participants who complete all the requirements pertaining to written examination, attendance, project work and aggregate performance will be awarded the joint grade sheet and certificate by CSUSB and AMA.

Such participants will also be eligible to get a post-graduate diploma by AMA in the respective field of management.

Various industry houses and institutions have sponsored awards and/or medals for the top achievers. These certificates, grade sheet and awards/medals will be awarded in a function that will be specially organized by AMA.

