



**CONTACT US FOR ENQUIRY**  [pharmaelite17@gmail.com](mailto:pharmaelite17@gmail.com)  
[centricapharmakam@gmail.com](mailto:centricapharmakam@gmail.com)  9082087537/ 8692820106

[www.pharmaelite17.com](http://www.pharmaelite17.com)

## ONLINE CERTIFICATION COURSES



MARKETING MANAGEMENT



INTELLECTUAL PROPERTY RIGHTS



PHARMACOVIGILANCE



CLINICAL RESEARCH

**PHARMAELITE** started as a YouTube channel on 17th August, 2017 led by Dharmesh Mehta (MS in Pharmaceutics from NIPER Hyderabad, NIPER AIR -66). It further begun with classroom coaching for GPAT/NIPER/PHARM MBA/MET On 27th May, 2018 at Thane, Mumbai. We at PHARMAELITE ensure quality education with one on one counselling, assuring students reach their aimed goals and turn their dreams into reality. Our faculty team comprises of GPAT toppers, who are presently students of ICT and NIPER, along with few Ph.D. We are a team driven by dedication, perseverance and hard-work.

**EDUCATION PARTNER** 



**INDUSTRY PARTNER**



**VISION**

To develop innovative thinking among students, skill development and smart work along with hard work and discipline



**MISSION**

To inspire, educate and help students turn their dreams into reality in every possible way. To create efficient pharmacist who can serve the society in the best possible manner



3 Months  
Fees 2000 ₹

Pay by  
Phone pe /  
Google pay  
onto  
8692820106

# MARKETING MANAGEMENT

practical application of the techniques

## Course Outline

Marketing management is a broad scope of the study of marketing focusing on the practical application of the techniques and marketing activities of a certain company or business. This business discipline encompasses marketing planning and strategy, orientations, and processes needed in attaining company goals by providing value to clients. Since it has a wide coverage involving all factors required to satisfy customers, marketing management must be all-pervasive and part of every employee's scope of work, from the subordinates to those in the higher management.

A business firm must be able to conduct a marketing research and create an analysis of the market as these processes help in the understanding of business goals and the way the market operates. Structurally, marketing analysis is conducted with focus on the customers or potential market, the organization or the company, and the competitor.

### Module 1

- Marketing myopia
- Difference between sales and marketing
- Core marketing concept
- Pricing strategies Channel Distribution Marketing
- Channel
- Global marketing buzz

### Module 2

- Brand Management
- Elements of Brand
- Function and types of Brand
- Brand personality,
- Case studies
- Brand Impact, Brand loyalty
- Brand equity
- Brand Rejuvenation

### Module 3

- Human resource management
- Features, objectives, role of HRM
- Challenges of HRM in Indian economy
- Human resource planning
- Key terms in career planning
- Promotion
- Concept of Absenteeism
- Quality circle

### Module 4

- International Business Management
- International Business management
- Globalization
- Political systems
- GATT (General agreement of trade and tariff)
- MNCs
- Organization structure
- International financial market
- Eurocurrency market
- International stock market

### JOB OPPORTUNITIES

As on 14th April, 2021

No. of job openings in marketing : 46,342

JOB OPENINGS for "ANY NO. OF EXPERIENCE EMPLOYEES TOGETHER":

<https://www.shine.com/job-search/marketing-jobs>

7021 JOBS FOR FRESHERS:

<https://www.shine.com/job-search/marketing-jobs?fexp=1>

Salary in the range of 2.5-5.0 Lacs per annum as per listings on Shine.com

No. of students who has already enrolled for the course: 173