

## Marketing Training Program

**Duration:** 3 Months

**Fees:** ₹25,000

**Mode:** Online

**Certification:** Marketing Professional Certification

The Marketing Training Program is designed to provide students with a comprehensive understanding of modern marketing strategies, digital marketing techniques, product and brand management, and marketing analytics. This program integrates real-world case studies, hands-on projects, and interactive sessions to ensure participants acquire job-ready skills.

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### Program Modules

#### Module 1: Marketing Principles and Strategies

**Objective:** To build a strong foundation in marketing principles, market research, consumer behavior, and branding strategies.

##### Key Topics:

1. **Introduction to Marketing**
  - Definition, scope, and importance of marketing
  - Evolution of marketing (Traditional vs. Digital Marketing)
  - The 4Ps and 7Ps of marketing
2. **Market Research Techniques**
  - Qualitative vs. Quantitative research
  - Primary vs. Secondary research methods
  - Conducting surveys, focus groups, and interviews
  - Competitor and industry analysis
3. **Consumer Behavior Analysis**
  - Understanding consumer psychology
  - Factors influencing buying decisions
  - Market segmentation, targeting, and positioning (STP Model)
  - Behavioral economics and persuasion techniques
4. **Branding and Positioning Strategies**
  - Creating brand identity and value
  - Brand positioning strategies (Differentiation, Cost Leadership, etc.)
  - Case studies of successful brands
  - Importance of personal branding

### Assessments:

- Market research project on an emerging industry
  - Consumer behavior analysis using real-world data
  - Branding strategy assignment
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## Module 2: Digital Marketing

**Objective:** To equip students with hands-on experience in digital marketing tools and techniques to effectively promote brands online.

### Key Topics:

- 1. Social Media Marketing (SMM)**
  - Platform overview: Facebook, Instagram, LinkedIn, Twitter, TikTok, etc.
  - Content creation and social media strategy
  - Influencer marketing and brand collaborations
  - Paid social media advertising and budgeting
- 2. Search Engine Optimization (SEO)**
  - Introduction to search engines and ranking factors
  - On-page and off-page SEO techniques
  - Keyword research and content optimization
  - Link-building strategies and domain authority
- 3. Email Marketing Campaigns**
  - Crafting compelling email copies
  - Email automation tools (Mailchimp, HubSpot, etc.)
  - Segmentation, personalization, and A/B testing
  - Measuring email marketing performance
- 4. Paid Advertising & Performance Marketing**
  - Google Ads (Search, Display, Video, and Shopping Ads)
  - PPC campaigns and bidding strategies
  - Retargeting and conversion optimization
  - ROI calculation for paid campaigns

### Assessments:

- Creating a social media marketing strategy for a brand
  - Hands-on SEO optimization for a blog/website
  - Running a simulated Google Ads campaign
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## Module 3: Product and Brand Management

**Objective:** To develop expertise in managing a product's lifecycle, brand positioning, and packaging strategies to ensure successful market presence.

### Key Topics:

1. **Product Lifecycle Management (PLM)**
  - Stages of the product lifecycle: Introduction, Growth, Maturity, Decline
  - New product development and innovation strategies
  - Pricing strategies and competitive positioning
2. **Brand Equity Development**
  - Components of brand equity (awareness, perception, and loyalty)
  - Measuring and managing brand reputation
  - Case studies on global brands and their brand equity growth
3. **Packaging and Labeling Strategies**
  - The role of packaging in marketing and sales
  - Legal requirements for packaging and labeling
  - Sustainable and eco-friendly packaging trends
4. **Go-to-Market (GTM) Strategies**
  - Creating a successful product launch plan
  - Distribution channel selection
  - Positioning products in local and global markets

### Assessments:

- Developing a branding strategy for a startup
  - Creating a GTM plan for a new product
  - Case study analysis of a successful product launch
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## Module 4: Marketing Analytics

**Objective:** To introduce students to data-driven decision-making, key marketing metrics, and ROI measurement for effective campaign evaluation.

### Key Topics:

1. **Data-Driven Decision Making in Marketing**
  - Importance of data in modern marketing
  - How to collect, clean, and analyze marketing data
  - Tools for data visualization and reporting

## 2. Key Performance Indicators (KPIs) in Marketing

- Marketing funnel metrics (leads, conversion rates, retention rates)
- Customer acquisition cost (CAC) and lifetime value (CLV)
- Engagement metrics for digital marketing

## 3. Marketing ROI Measurement & Analytics Tools

- Google Analytics for website traffic analysis
- Social media analytics (Facebook Insights, Instagram Analytics, LinkedIn Analytics)
- Tracking ad performance and ROI using UTM parameters

## 4. Predictive Analytics and AI in Marketing

- Role of AI and machine learning in marketing
- Chatbots, personalization, and automated recommendations
- Future trends in marketing analytics

### Assessments:

- Hands-on project using Google Analytics
  - Marketing campaign performance analysis
  - Presentation on data-driven marketing strategy
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### Program Benefits

- ✓ Industry-relevant curriculum aligned with global marketing standards
- ✓ Hands-on learning through real-world case studies and projects
- ✓ Certification from **Mackinlay Learning Hub**, enhancing career credibility
- ✓ Internship and job placement assistance through industry partnerships
- ✓ Expert mentorship and networking opportunities

**Placement Assistance:** Mackinlay Learning Hub provides **dedicated placement assistance** through resume-building workshops, mock interviews, and industry networking, ensuring students are well-prepared for job opportunities in the marketing domain.

**Enroll today and accelerate your marketing career!**