

**MARKET DEVELOPMENT ASSOCIATE(MDA2)**  
**Core Qualification File Syllabus**

**Details Syllabus(T – Theory, P-Practical)**

Sl. No.	CONTENT	HOURS
1	Ensure workplace safety and maintain practice for Personal Hygiene at workplace	14
	<b>Theory</b>	
	Discuss workplace hygiene, sanitation and job specific safety procedures, and carry safety measures while handling different types of products, comply with health, safety and security related instructions applicable to the workplace.	4
	<b>Practical</b>	
	Follow Standard Operating Practices at workplace related to health and hygiene such as social distancing, sanitization and cleanliness, report any accidents, incidents or problems without delay to the supervisor and take necessary immediate, monitor the workplace and work processes for potential risks and threats, take action based on instructions in the event of fire, emergencies or accidents.	10
2	<b>Explain fundamental concept of marketing &amp; marketing management</b>	30
	<b>Theory</b>	
	<u>Concepts related to Marketing:</u> Meaning, Nature and Scope of Marketing, Functions of Marketing, Marketing vs. Selling, Traditional vs. Modern Marketing	
	<u>Marketing Management:</u> Concept and definition of marketing management, Effects of globalization on marketing management, Growing relevance of marketing management in India	12
	<b>Practical</b>	
	Create 2 groups within the class & demonstrate the selling of a sample product by creating a simulated environment	18
3	<b>Design optimal marketing mix</b>	52
	<b>Theory</b>	
	<u>Marketing Mix:</u> Concept of Marketing mix, Elements of Marketing mix, Effect of market forces on marketing mix	
	<u>Pricing:</u> Concept of price, Importance of price, Factors determining price,	
	<u>Product:</u> Concept of product, Concept of product levels, Product types (consumer and industrial), concept of new product.	
	<u>Promotion:</u> Concept of promotion, Elements of promotion – advertising, personal selling, sales promotion, publicity and public relation, Concept of advertisement, Role of advertisement, Concept of personal selling, Concept of sales promotion, Concept of publicity and public relation	20

	<u>Place</u> : Concept of physical distribution, Functions of physical distribution, Types of channels of distribution, Factors to be considered to choose channels of distribution.	
	<b>Practical</b>	
	Design optimal marketing mix of fast moving consumer goods (soaps, shampoo, biscuit, tooth paste etc.) or slow moving / consumer durable goods (furniture, kitchen appliances etc.)	<b>18</b>
	<b>Project</b>	
	Suggest an optimal marketing mix by highlighting on each element of marketing mix of any one fast moving consumer goods (biscuit, hair oil, shampoo, ready to cook food)	<b>14</b>
<b>4</b>	<b>Identify different types of products along with packaging, labeling &amp; branding</b>	<b>36</b>
	<b>Theory:</b>	
	<u>Product</u> : Concept of product, Concept of product levels, Product types (consumer and industrial), concept of new product.	
	<u>Packaging and Labeling</u> : Concept of packaging, Role of packaging, Concept of labeling	<b>18</b>
	<u>Branding</u> : Concept of branding, Functions of branding,	
	<u>Pricing</u> : Concept of price, Importance of price, Factors determining price,	
	<b>Practical</b>	
	Teacher will be showing some products like soaps, shampoos, biscuits, chocolates, sugar, salt, toothpaste etc. and ask the students to classify them.	<b>18</b>
<b>5</b>	<b>Sell directly to end customers, channel members.</b>	<b>36</b>
	<b>Theory</b>	
	<u>Consumer Behaviour</u> : Concept of study of consumer behaviour, Need for study of consumer behaviour, different patterns of buying behaviour.	<b>18</b>
	<u>Place</u> : Concept of physical distribution, functions of physical distribution, types of channels of distribution.	
	<b>Practical</b>	
	Create several groups within the class & ask them to demonstrate how to sell to the customers and channel member, which questions to ask, how to study customer behaviour, and identify from which patterns of customer behaviour will lead to buying.	<b>18</b>
<b>6</b>	<b>Convince the channel partners to increase their stock keeping units to help in increasing turnover.</b>	<b>22</b>
	<b>Theory</b>	
	<u>Place</u> : Concept of physical distribution, Functions of physical distribution, Types of channels of distribution, Factors to be considered to choose channels of distribution.	<b>10</b>

	<b>Practical</b>	
	Create different groups as channel partners for a product and demonstrate their ability to convince the channel partners to increase their stock keeping units	<b>12</b>
<b>7</b>	<b>Assist in implementing various promotional schemes of companies to channel members and customers.</b>	<b>22</b>
	<b>Theory</b>	
	<u>Promotion</u> : Concept of promotion, Elements of promotion – advertising, personal selling, sales promotion, publicity and public relation, Concept of advertisement, Role of advertisement, Concept of personal selling, Concept of sales promotion, Concept of publicity and public relation	<b>10</b>
	<b>Practical</b>	
	Visit retailers and find out consumer sales promotion schemes of any 4 fast moving consumer goods and prepare a report.	<b>12</b>
<b>8</b>	<b>Analyze environment through environmental scanning by techniques such as SWOT, PEST &amp; PESTLE analysis.</b>	<b>36</b>
	<b>Theory</b>	
	<u>Marketing Environment</u> : Concept of environment, Types of environment (internal & external) and (micro & macro), Micro environment, Macro environment (demographic, political, economic, socio-cultural, technological, natural or environmental)	<b>24</b>
	<u>Environmental analysis and scanning</u> : Concept of environmental analysis, Need for environmental analysis, Concept of environmental scanning, Techniques or tools of environmental scanning: SWOT analysis, PEST analysis, PESTLE analysis.	
	<b>Practical</b>	
	SWOT analysis of FMCG (soaps, biscuits, ice-creams)	<b>12</b>
<b>9</b>	<b>Segment market according to bases such as geographic behavioral, demographic and psychographic.</b>	<b>28</b>
	<b>Theory</b>	
	<u>Market Segmentation</u> : Concept of market segmentation, Need or importance of market segmentation, Bases of market segmentation: geographic, demographic, psychographic, behavioral, Factors influencing choice of bases of market segmentation., Concept of target market, Concept of market share, Concept of niche market.	<b>16</b>
	<b>Practical</b>	
	Conduct a market segmentation of any product of choice according to the bases of geographic behavioral, demographic and psychographic segmentation.	<b>12</b>

10	<b>Conduct market survey of customers and channel members for existing products, new products and new markets for existing products or new products.</b>	48
	<b>Theory</b>	12
	<u>Marketing Information System</u> : Concept of marketing information system, Importance of marketing information system, Concept of market research, Concept of marketing research, Differentiate between market research and marketing research.	
	<b>Practical</b>	24
	Prepare a small sample questionnaire for market survey of customer for sample product like fast moving consumer goods (soap, shampoo etc.) and slow moving (consumer durable) goods (car, furniture, washing machine etc.)	
	Prepare a small sample questionnaire for market survey of channel members for sample product like fast moving consumer goods (soap, shampoo etc.) and oral care (toothpaste, tooth brush etc.)	
	<b>Project</b>	12
	Visit the retailers for market survey & prepare a brief report	
11	<b>Collect information from customers or channel members regarding elements of marketing mix and assist superiors in designing optimal marketing mix.</b>	12
	<b>TOTAL Hours = 336(T-144, P-192)</b>	

## **OUTCOMES**

### **Assessment evidences**

<b>Outcomes to be assessed</b>	<b>Assessment criteria for the outcome</b>
1. Ensure workplace safety and maintain practices for Personal Hygiene at workplace	<ul style="list-style-type: none"> <li>❖ Outline the health, hygiene and safety policies at workplace to avoid potential risks and threats.</li> <li>❖ Maintain social distancing at the workplace and use mask alcohol-based sanitizers.</li> <li>❖ Identify health concerns like fever, cold &amp; cough, etc. for self, colleagues, channel members and other family members and report to the supervisor.</li> <li>❖ Follow first aid procedures during emergencies situations at the workplace</li> </ul>
2. Explain fundamental concept of marketing & marketing management	<ul style="list-style-type: none"> <li>❖ Able to explain the concept &amp; scope of marketing</li> <li>❖ Able to explain the functions of marketing</li> <li>❖ Able to differentiate marketing &amp; selling</li> <li>❖ Able to explain the concept of marketing management</li> <li>❖ Able to explain the growing importance of marketing after globalization in India</li> </ul>

3. Design optimal marketing mix	<ul style="list-style-type: none"> <li>❖ Able to illustrate the concept of marketing mix</li> <li>❖ Able to illustrate the concept of elements (product, price, promotion, place) of marketing mix</li> <li>❖ Able to design optimal marketing mix by taking hypothetical example (fast moving or slow moving consumer goods)</li> </ul>
4. Identify different types of products along with packaging, labeling & branding	<ul style="list-style-type: none"> <li>❖ Able to illustrate the concept of products with examples</li> <li>❖ Able to classify products into consumer and industrial products</li> <li>❖ Able to illustrate consumer products &amp; its types (convenience, shopping, speciality, unsought) with examples</li> <li>❖ Able to illustrate industrial products with examples such as production goods (crude oil, pig iron etc.) &amp; support goods (office equipment, machinery, lubricating oil, computer etc)</li> <li>❖ Able to demonstrate classification of products from some given sample.</li> <li>❖ Able to explain the concept of product and new products with examples</li> <li>❖ Able to explain primary secondary and tertiary levels of packaging</li> <li>❖ Able to compare packaging &amp; labeling of different types of fast moving &amp; slow moving products or consumer durables.</li> <li>❖ Able to illustrate branding packaging for fast moving consumer goods (soaps, biscuits, shampoo, detergent etc)</li> <li>❖ Able to explain the factors (internal &amp; external) on which the price of a product is to be charged.</li> </ul>
5. Sell directly to end customers, channel members.	<ul style="list-style-type: none"> <li>❖ Able to illustrate the concept of end customer with some examples</li> <li>❖ Able to illustrate the concept of channel members with some examples</li> <li>❖ Able to illustrate the concept of industrial products with some examples</li> <li>❖ Able to demonstrate selling of a product to simulated customer / channel member with sound communication skill.</li> </ul>
6. Convince the channel partners to increase their stock keeping units to help in increasing turnover.	<ul style="list-style-type: none"> <li>❖ Able to illustrate the concept of channel partners with examples</li> <li>❖ Able to illustrate the concept of stock keeping units</li> <li>❖ Able to demonstrate through a simulated situation the ability to convince the channel partners to increase their stock keeping units</li> </ul>

7. Assist in implementing various sales promotional schemes of companies to channel members and customers.	<ul style="list-style-type: none"> <li>❖ Able to explain the concept of promotion with its various components such as advertising, personal selling, sales promotion, publicity &amp; public relation.</li> <li>❖ Able to explain the concept of elements of promotion mix (advertisement, personal selling, sales promotion, publicity &amp; public relation) with examples</li> <li>❖ Able to explain the concept of sales promotion schemes to consumers and to dealers.</li> </ul>
8. Analyze environment through environmental scanning by techniques such as SWOT, PEST & PESTLE analysis.	<ul style="list-style-type: none"> <li>❖ Able to Explain the concept of environmental scanning</li> <li>❖ Able to explain the concept of SWOT, PEST, PESTLE analysis</li> <li>❖ Able to do SWOT analysis of one FMCG (soaps/biscuits/ice-creams)</li> </ul>
9. Segment market according to bases such as geographic behavioral, demographic and psychographic.	<ul style="list-style-type: none"> <li>❖ Able to illustrate the concept of market segmentation</li> <li>❖ Able to illustrate the bases of segmentation such as geographic behavioral, demographic and psychographic.</li> <li>❖ Able to segment the market for any product of choice (fast moving consumer goods and slow moving consumer goods or consumer durables) according to the bases of geographic behavioural, demographic and psychographic segmentation.</li> </ul>
10. Conduct market survey of customers and channel members for existing products, new products and new markets for existing products or new products.	<ul style="list-style-type: none"> <li>❖ Able to define market survey, market research &amp; marketing research</li> <li>❖ Able to differentiate between market research &amp; marketing research</li> <li>❖ Able to prepare a small sample questionnaire for market survey of customer for sample product like fast moving and slow moving consumer goods</li> <li>❖ Able to prepare a small sample questionnaire for market survey of channel members for sample product like fast moving consumer goods</li> </ul>
11. Collect information from customers or channel members regarding elements of marketing mix and assist superiors in designing optimal marketing mix.	<ul style="list-style-type: none"> <li>❖ Able to prepare a list of questions for collecting information on elements of marketing mix from channel members and customers.</li> </ul>