

SYLLABUS :-

Market dynamics, Market segmentations and creation of derivatives, Marketing Research methodologies, trend, assessment, analysis and forecasting, structural aspects of market, market inflexion points and transitions. Identification of overall market, addressable market and serviceable market for product and services, price erosions, market plans for resource constrained business development during the early stages of start-up, Skills in applying basic marketing principles, promotion techniques in an integrated manner to produce a practical, cost effective action sales plan, its implementation, monitoring and re-launch