



# **MARKETING SYLLABUS COPY**

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**Engineered for skill enhancement.**



# PROGRAM HIGHLIGHTS

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## **Accredited Certificates:**

- ✓ Program approved ISO Certification

## **Internships:**

- ✓ Industry-relevant opportunities provided

## **Placement Assistance:**

- ✓ Career guidance from industry experts

## **Basic to Advanced Level Training:**

- ✓ Learn from experienced marketing professionals

## **Live & Recorded Lectures:**

- ✓ Flexible learning at your convenience

## **Real-Time Projects:**

- ✓ Hands-on minor & major projects



# ABOUT US

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- **OUR MISSION :**

NxtSync is a pioneering EdTech company committed to bridging the gap between theoretical learning and practical application. Our mission is to empower students with advanced marketing skills that enhance employability and prepare them for a future in the global marketplace.

- **OUR VISION--UPSKILL:** Empowering minds for the future.
- **INNOVATE:** Fostering creativity and breakthroughs .
- **EXCEL:** Preparing industry-ready professionals.



## WHY MARKETING?

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- High demand for marketing professionals in every industry.
- Cost-effective strategies for business growth and brand visibility.
- Data-driven decision-making to optimize marketing efforts.
- Career opportunities in Brand Management, Digital Marketing, Market Research, and Product Marketing.
- Evolving consumer behavior and trends require innovative marketing strategies.
- The role of AI, Analytics, and Automation in modern marketing.



# LEARNING PATH

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- Introduction to Marketing
- Consumer Behavior & Market Research
- Brand Management & Positioning
- Digital Marketing Fundamentals
- Social Media Marketing (SMM) & Advertising
- Content Marketing & Strategy
- Marketing Communications & PR
- Pricing Strategies & Product Life Cycle
- Data Analytics in Marketing
- Capstone Projects & Research



# DETAILED MODULE BREAKDOWN

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## Module 1: Introduction to Marketing

- Fundamentals of Marketing
- Role of Marketing in Business
- Marketing vs. Sales: Key Differences
- Marketing Mix: Product, Price, Place, and Promotion

## Module 2: Consumer Behavior & Market Research

- Understanding Consumer Behavior
- Psychological, Social, and Cultural Influences
- Market Research Methods & Tools
- Analyzing Consumer Data & Insights



### **Module 3: Brand Management & Positioning**

- Developing a Brand Strategy
- Brand Identity & Equity
- Positioning & Differentiation Strategies
- Brand Loyalty & Customer Relationship Management (CRM)

### **Module 4: Digital Marketing Fundamentals**

- Digital Marketing Landscape
- SEO, SEM, and Online Advertising
- Website Optimization & User Experience (UX)
- Google Analytics & Performance Metrics

### **Module 5: Social Media Marketing (SMM) & Advertising**

- Facebook, Instagram, LinkedIn, Twitter Strategies
- Social Media Advertising Campaigns
- Content Creation & Community Engagement
- Influencer Marketing & Viral Campaigns



## **Module 6: Content Marketing & Strategy**

- Content Planning & Creation
- Blogging, Video Content & Infographics
- Content Distribution Channels
- Storytelling for Brand Building

## **Module 7: Marketing Communications & PR**

- Integrated Marketing Communications (IMC)
- Public Relations & Media Relations
- Event Management & Sponsorships
- Crisis Communication & Brand Reputation Management

## **Module 8: Pricing Strategies & Product Life Cycle**

- Pricing Models & Strategies
- Product Life Cycle (PLC) and its Implications
- Skimming vs. Penetration Pricing
- Value-Based Pricing & Price Elasticity



## **Module 9: Data Analytics in Marketing**

- Introduction to Marketing Analytics
- Key Performance Indicators (KPIs)
- Data-Driven Marketing Decisions
- Predictive Analytics & Marketing ROI

## **Module 10: Capstone Projects & Industry Research**

- Hands-on Real-Time Marketing Projects
- Industry Collaboration & Research-Based Projects
- Marketing Portfolio Building
- Campaign Development & Performance Analysis



## ASSIGNMENT'S & ASSESSMENTS

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- Weekly hands-on assignments
- Mid-term Marketing mini-projects
- Final capstone marketing project
- Live presentations & discussions



# TOOLS & FRAMEWORKS USED

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- **Market Research & Consumer Behavior Tools:**  
SurveyMonkey, Qualtrics, Google Trends, Nielsen
- **Brand Management & Positioning Tools:**  
Brandwatch, SEMrush, Social Listening Tools
- **Digital Marketing & Social Media Tools:**  
Google Ads, Facebook Ads Manager, Hootsuite, Buffer
- **Content Marketing & Strategy Tools:**  
Canva, Grammarly, BuzzSumo, CoSchedule
- **Analytics & Data Tools:**  
Google Analytics, HubSpot, Tableau, Mixpanel
- **Customer Relationship Management (CRM):**  
Salesforce, Zoho CRM, Mailchimp



## RECOMMENDED READING

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### Digital Marketing:

- "Principles of Marketing" by Philip Kotler & Gary Armstrong
- "Contagious: How to Build Word of Mouth in the Digital Age" by Jonah Berger
- "Made to Stick: Why Some Ideas Survive and Others Die" by Chip Heath & Dan Heath
- "The Lean Startup" by Eric Ries
- "Influence: The Psychology of Persuasion" by Robert B. Cialdini



## WHY CHOOSE NXTSYNC?

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- Industry-Aligned Marketing Curriculum
- Hands-on Real-World Projects
- Expert Mentorship & Career Guidance
- Flexible Learning Schedule
- ISO-Certified Marketing Training Program

**Start Your Marketing Journey with NxtSync Today!**



# THANK YOU

