



MARKETING INSIGHTS FROM SCC: CURRICULUM MODULES

Module 1: What is Marketing

- What is Marketing?
- Marketing Mix
- Positioning
- Segmentation
- Market Research

Module 2: Product Management

- Innovation
- Introduction to Entrepreneurship
- Product Development & Launch
- Distribution & Supply Chain

Module 3: Branding

- What is a Brand?
- Brand Building
- Brand Loyalty
- Packaging & Labeling

Module 4: Advertising & Promotion

- What is Advertising?
- Advertising Channels
- Types of Advertising
- Agencies
- Promotion

Module 5: Data & Analytics

- Attribution
- Customer Relationship Management
- Return on Investment

Module 6: Digital & Social Media Marketing

- Consumer Engagement
- Social Media Marketing
- Digital Marketing

Module 7: Public Relations

- Marketing Stunts
- Ethics
- Sustainability in Marketing
- Cause Marketing

Module 8: Customer Service & Sales

- Customer Service
- Sales

Module 9: Marketing Trends

- What are Industry Trends?
- Exploring Current Marketing Trends