



## MARKETING INSIGHTS FROM SCC: CURRICULUM MODULES

### Module 1: What is Marketing

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

### Module 2: Product Management

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

### Module 3: Branding

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

### Module 4: Advertising

- What is Advertising?
- Advertising Channels
- How Ads Get Made

### Module 5: Data Analytics

- Data Analytics
- Customer Relationship Management (CRM)
- Measurement

### Module 6: Digital & Social Media Marketing

- Consumer Engagement
- Social Media Marketing
- Digital Marketing

### Module 7: Public Relations

- Publicity
- Business Ethics
- Sustainability in Marketing

### Module 8: Customer Service & Sales

- Customer Service
- Sales

### Module 9: Marketing Trends

- Marketing Trends