



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