

Syllabus of Marketing & Sales*

1. General Marketing and Management

- Marketing concept and its evolution
- Marketing Mix
- STP Model (Segmenting, Targeting, Positioning)
- Consumer Behaviour
- Product & Brand Management
- Demand Forecasting
- General pricing strategies- Price Decisions, Pricing objectives, Pricing policies and constraints, different pricing methods, new product pricing, product mix pricing strategies and price adjustment strategy.
- Strategic Management (Concept of strategy : BCG Matrix, Ansoff's Matrix, SWOT etc)
- Channel Decision- Nature of Marketing Channel- Type of channel flows- Channel functions, functions of distribution channel, structure and design of marketing channels, channel co-operation, conflict and competition, retailers and wholesalers.
- Promotion Decision, Promotion mix, Advertising Decision, Advertising objectives, Advertising and Sales Promotion, Developing Advertising Programme, Role of Media in Advertising, Advertisement effectiveness, Sales force decision.
- Business to Business/Industrial Marketing.
- Digital Marketing.

2. Product and Brand Management

- Product concept
- Product line- length, breadth, width
- Product life cycle
- New Product Development
- Brand Concept
- Brand extension strategies
- Brand equity models
- Brand Positioning

3. Consumer Behaviour

- Consumer Behavior Model
- Environmental influences on consumer Behavior, Culture influences, Social Class, Reference groups and family influences Opinion leadership and the diffusion of innovations, marketing implications of the above influences.
- Consumer buying behavior, Marketing implications, Consumer perceptions, Learning and attitudes, Motivation and personality, Psychographics, Value and Lifestyles.

4. Industrial Marketing

- Industrial Marketing System, Concepts and Characteristics, Types of Industrial Markets, Industrial Buyer Behavior
- Strategic Industrial Marketing (S.T.P), Marketing Information System and Marketing Research, B2B Commerce.
- Classification of Industrial Products and services, New Product Development and Introduction, Industrial Product Management, Pricing Decision in Industrial Markets.
- Formulating Channel Strategies and Physical Distribution decisions, Channel Management, Promotional Strategies for Industrial Goods/Services.
- Developing Marketing Strategies and Programs for Industrial Goods/Services, Formulating channel strategies, Pricing Strategy, Promotional strategy, Sales force automation.

5. Service Marketing

- Marketing of Services- Introduction, Growth of the Service Sector, The Concept of the service, Characteristics of services, Classification of services, designing the service Blueprinting, Using Technology, Developing Human Resources, Building Service Aspirations.
- Marketing mix in services marketing, The Seven Ps, Product Decisions, Pricing Strategies and Tactics, Promotion of services and placing or distribution methods for services, Additional dimensions in services marketing, People, Physical Evidence and Process, Internet as a service channel.
- Strategic Marketing Management for Services, Matching Demand and Supply through Capacity Planning and Segmentation, Internal Marketing of a service, External versus Internal Orientation of Services Strategy.
- Delivering Quality Services, causes of Service, Quality Gaps, The Customer Expectations versus Perceived Services Gap, factors and technique to resolve this gap in service, quality standards, factors and solutions, the service performance gap key factors and strategies for closing the gap, Developing appropriate and effective communication about service quality.

6. Customer Relationship Management (CRM)

- CRM Concept- Acquiring customers, Customers loyalty and optimizing customer relationship, CRM defined success factors, the three service/Sales Profiling levels, Services level agreements (SLAs), Creating and managing effective SLAs.
- CRM in Marketing, One to one relationship Marketing, Cross Selling & Up Selling, Customer retention, Behavior Prediction, Customer Profitability & Value Modeling.
- Channel Optimization, Event based marketing, CRM and customer service, The Call Centre, Call Scripting, Customer Satisfaction Measurement.

- Sales Force Automation, Sales Process, Activity, Contact-Lead and Knowledge Management, Field Force Automation, CRM links in E- Business, E-commerce and Customer Relationships on the Internet, Enterprise Resources Planning (ERP), Supply Chain Management (SCM), Supplier Relationship Management (SRM), and Partner Relationship Management (PRM).

7. Digital Marketing

- Journey from Traditional Marketing to Digital Marketing
- Digital Marketing Metrics and Channels
- Customer Centricity
- Social Media Marketing
- Search Engine Optimization (SEO)
- Content Marketing

8. Marketing of Coal

- Coal as a product
 - ✓ Origin
 - ✓ Types of Coal
 - ✓ Composition and Quality variants
 - ✓ Indian Coal Vs imported Coal
 - ✓ Role of Coal in India's energy dynamics
- CIL, Its role as the largest supplier of domestic coal
- Demand and supply of coal in India
- Major coal consumers- Power and Non-Power
- Modes of Coal distribution
- Role of Rail in coal transportation
- Coal import and export in the country
- Pricing of coal in India
- Carbon Footprints and Clean Energy

9. Coal India Limited

- Organizational Structure
- Role of CIL in the country's energy dynamics
- Physical performance
- Financial performance
- Adoption of new technology by CIL

Note*- The above syllabus is indicative in nature and not Exhaustive. The Topics, Acts and Rules mentioned above includes the latest concepts in existence with regard to the specified topics and in respect of Acts/Law, latest amendments upto date.