



GLOCAL SCHOOL OF BUSINESS & COMMERCE

EXECUTIVE DEVELOPMENT PROGRAM ON

POST GRADUATE DIPLOMA

IN

SALES & MARKETING

2021-2022

About the Program

Our Executive Development Program on Post Graduate Diploma in Sales & Marketing is designed to equip aspiring sales and marketing professionals with the knowledge, skills, and strategies needed to excel in today's competitive business environment. The program offers a comprehensive curriculum that covers essential concepts, tools, and techniques in sales management, marketing strategy, consumer behavior, and more.

Program Benefits

- Strategic sales management
- Marketing strategy development
- Consumer behavior insights
- Digital marketing proficiency
- Sales forecasting skills
- Data-driven decision-making
- Professional skill enhancement
- Competitive advantage
- Revenue growth
- Career advancement opportunities

Program Features

- **Comprehensive Curriculum:** Covering essential topics in sales management, marketing strategy, and consumer behavior.
- **Industry-Relevant Insights:** Delivered by experienced industry professionals and subject matter experts.
- **Hands-On Experience:** Through practical workshops, case studies, and real-world projects.
- **Digital Marketing Integration:** Including training in the latest digital marketing tools and techniques.
- **Sales Analytics:** Learning to use data analytics for sales forecasting and decision-making.
- **Professional Development:** Enhancing communication, negotiation, and leadership skills.
- **Networking Opportunities:** Connecting with industry peers and professionals through events and workshops.
- **Career Support:** Providing guidance and resources for career advancement in sales and marketing roles.
- **Flexible Learning Options:** Offering in-person sessions, online modules, and hybrid learning formats.
- **Recognized Credential:** Upon successful completion, receiving a prestigious Post Graduate Diploma in Sales & Marketing.

Program Highlights

- **Strategic Sales Management:** Learn how to develop and implement effective sales strategies to drive revenue growth and achieve organizational goals.
- **Marketing Strategy:** Explore the principles of marketing management and develop strategic marketing plans to meet customer needs and achieve competitive advantage.
- **Consumer Behavior Analysis:** Gain insights into consumer behavior and decision-making processes to develop targeted marketing campaigns and enhance customer satisfaction.
- **Digital Marketing:** Master the latest digital marketing tools and techniques, including social media marketing, search engine optimization (SEO), and email marketing.

- Sales Forecasting and Analytics: Learn how to use sales forecasting models and analytics tools to predict market trends, identify opportunities, and make data-driven decisions.
- Professional Development: Enhance your communication, negotiation, and leadership skills to effectively lead sales teams and drive business success.

Eligibility Criteria

- Applicants must hold a Bachelor's degree or its equivalent from a recognized university or institution accredited by UGC/AICTE/AIU/DEB.
- A minimum of 45% marks in the undergraduate degree or a minimum of 50% marks in a Post-Graduation degree from a recognized institution is required for eligibility.
- Candidates must be currently employed or have a minimum of Two year of work experience in a Corporate, NGO, or Government Institution at the time of application.
- Proficiency in English, spoken and written is mandatory

Mode of Teaching

The Executive Development Program on Post Graduate Diploma in Sales & Marketing program offers a comprehensive learning experience through a blend of interactive lectures, practical workshops, and case studies. Faculty members, with extensive industry experience, deliver engaging lectures, while practical workshops allow students to apply theoretical concepts to real-world scenarios. Group discussions and digital resources supplement learning, while industry projects and internships provide practical experience. Guest lectures and mentorship further enrich the program, ensuring students are well-equipped for success in the dynamic sales and marketing field.

Who Should Attend

1. Marketing and sales professionals
2. Sales managers and representatives
3. Business development executives
4. Entrepreneurs and business owners
5. Career switchers
6. Recent graduates

Course Outlines

Module 1: Sales Fundamentals

- Introduction to Sales Management
- Sales Process and Techniques
- Customer Relationship Management (CRM)
- Sales Forecasting and Planning
- Sales Performance Evaluation

Module 2: Marketing Strategy Development

- Marketing Fundamentals
- Market Segmentation and Targeting
- Brand Management
- Marketing Mix (4Ps)
- Marketing Research and Analysis

Module 3: Consumer Behavior Analysis

- Understanding Consumer Behavior
- Psychological Factors Influencing Buying Decisions
- Consumer Decision-Making Process
- Market Research Techniques
- Application of Consumer Behavior Insights in Marketing Strategies

Module 4: Digital Marketing Techniques

- Introduction to Digital Marketing
- Search Engine Optimization (SEO)
- Social Media Marketing
- Email Marketing
- Content Marketing

Module 5: Sales Analytics and Performance Evaluation

- Introduction to Sales Analytics

- Key Performance Indicators (KPIs) for Sales
- Sales Forecasting Models
- Sales Data Interpretation and Visualization
- Continuous Improvement in Sales Performance

Module 6: Leadership and Management in Sales & Marketing

- Leadership Principles for Sales Managers
- Team Building and Motivation
- Conflict Resolution in Sales Teams
- Strategic Sales Planning
- Ethical Considerations in Sales and Marketing

Learning Outcomes

- Learn effective sales techniques and strategies for customer engagement.
- Apply knowledge of sales processes to enhance sales effectiveness and efficiency.
- Understand the importance of marketing research and analysis in decision-making.
- Apply consumer behavior insights to develop targeted marketing strategies.
- Gain proficiency in search engine optimization (SEO), social media marketing, and email marketing.
- Apply sales analytics insights to optimize sales strategies and processes.
- Develop conflict resolution skills to address challenges within sales teams.

Assessment Process

The assessment of the Executive Development Program (EDP) will encompass various evaluation methods to gauge students' progress and engagement throughout the program. In addition to attendance and active participation, students will undergo periodic evaluations at the end of each module. These assessments will comprise assignments, project submissions, analysis of case studies, quizzes, and presentations. Additionally, student performance will be measured against predetermined learning objectives to ensure comprehensive understanding and application of the program's concepts and skills.

Selection Criteria

- Screening Process: Evaluation of Academic and Professional credentials.
- Interview Performance: Communication skills, leadership alignment

Program Duration

- One Year Regular Program (Weekend Classes Available)

Location

- Glocal School of Business & Commerce, Glocal University, Saharanpur, U.P.

Program Start Date

- 01st July 2021

Program Fees – 85,881 INR

Contact Details

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