



Hindi Vidya Prachar Samiti's RAMNIRANJAN JHUNJHUNWALA COLLEGE (AUTONOMOUS)

(Also known as R. J. College of Arts, Science & Commerce as per UGC Notification)

Affiliated to UNIVERSITY OF MUMBAI II Recognized by UGC under 2f & 12B
NAAC Accredited 'A GRADE' with CGPA 3.50

Knowledge is all Ambrosia

CERTIFICATE
COURSE IN

SALES
&
MARKETING
MANAGEMENT

A

T

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C



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Opposite Railway Station, Ghatkopar (W),
Mumbai 400 086, Maharashtra, INDIA.



ABOUT US

Hindi Vidya Prachar Samiti was incepted on the auspicious day of Shri Krishna Janmashtami, 15th August 1938. A brain child of a visionary Late Shri Nandkishore Singh Jairamji, samiti was established with the objectives of catering to the educational needs of the Hindi speaking community. Ramniranjan Jhunjhunwala College came into existence in 1963, enabling a larger section of the society to take advantage of the facilities provided for higher education.

From 1999-2000 the College has added a number of self-financing courses like B.M.S., B.B.I., B.Sc. in Computer Science, Information Technology, Biotechnology, M.Sc. in Computer Science, Biotechnology and Information Technology as well as add on courses, which further hone the special skills of the students.

The college has been reaccredited with 'A' Grade by NAAC in 2014 with a CGPA 3.50 and received the Best College Award (2007-2008) of the University of Mumbai. The College has been bestowed with IMC "Ramkrishna Bajaj Performance Excellence Trophy", 2010.

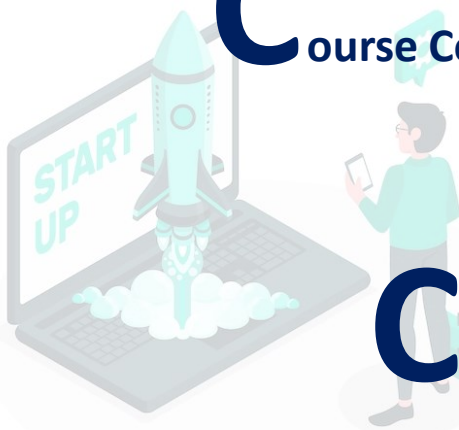
The Principal of the college was awarded "Best Teacher" by Government of Maharashtra in 2011.

Government of Maharashtra conferred the college with "JAAGAR JAANIVANCHA" (First in Mumbai Suburban- in 2013 and Second in Mumbai Suburban- in 2014) for safety of girls.

Course Code: **RJBMSC04**

Duration: **30** hours

Credits : **02**

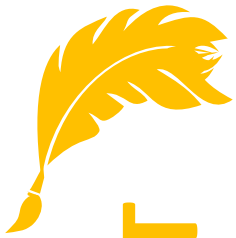


COURSE OBJECTIVE

On completion of the course the student will be able to

- Understand Marketing, Consumer Behavior and ways to deliver effective marketing.
- Create high-impact content that engages a new generation of consumers
- Gain hands-on experience with marketing tools such as SEO, SEM, social media, email marketing and display ads
- Develop ad strategies for social media with content that you plan, create and promote





COURSE CONTENT

Module I Introduction to Marketing & Its Principles

- Understanding the Role of Marketing
- Marketing Mix
- Developing Marketing Goals
- Segmenting Markets, Selecting Target Customers & Positioning Your Brand

Module II Consumer Behavior and Paths to Persuasion

- Identify the characteristics of human behavior that enable you to persuade your target audiences
- Assess potential consumer insights
- Select the strongest insight to accomplish your marketing communication goals
- Evaluate core consumer behavior – and what drives it
- Recognize persuasive techniques

Module III Mastering Sales: A Toolkit for Success

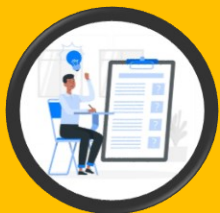
- Enhancing your Selling and Persuasion Skills
- Lead Generation Tactics
- Nurturing Prospects
- Telling the Right Story at the Right Time for the Right Reasons
- Closing the Deal and Getting Deals Unstuck
- Ethics to be followed

Module IV Social Media & Digital Marketing

- Digital Marketing Fundamentals
- A Framework for Marketing in a Digital World
- Content Marketing
- Search Engine Optimization
- Social Media (Organic), Search Engine Marketing, Email Marketing, Other Digital Channels

English

MEDIUM OF INSTRUCTION



EVALUATION

Preparing a Business Plan & Presentation

100 MARKS



PASSING 40

WHO SHOULD DO IT?

Any Undergraduate or Postgraduate Student