

## **MARKETING BOOTCAMP**

Marketing Bootcamp is a 50 plus hour course on Marketing offered by eMBarkers. The camp integrates the theory and applications of Marketing by giving a chance to participants to apply their learning's on a real product. The course is spread over a period of 4 months with regular interactions with the participants.

The camp goes from learning theories to developing practical, implementable sales and marketing plans on a live, real product. The participants will get an opportunity to implement those plans and test the results. During the course of implementing the plans, the participants will have a chance to earn as well. A portion of the sales achieved will be given back to the individual participants.

### **Objectives of the program**

1. To provide a proper mixture of practical and theory to students who have opted Marketing as a specialization.
2. Expose Students to current practices/trends in Sales and Marketing.
3. Allow students to develop feedback based strategy and tactical plans for real products.
4. EARN while you LEARN

### **Who is Eligible ?**

Students of second year MBA, who have opted for Marketing as their specialization,.

### **Contents of the course**

A thorough course, that covers more than 50 concepts/ frameworks of Sales and Marketing, including Social Media Marketing, SEO among others. Each of the participants will be required to develop and implement a plan to market as well as generate sales of the product.

### **Delivery of the course**

Content will be delivered over a period of 4 months with ample scope for extensive interactions. The interactions will happen in the respective college campuses.

### **Faculty for the program**

People who have extensive marketing experience will be interacting with the students. Among the faculty will be angel investors, former CEO's and trainers with experience in pre-placement trainings.

### Certifications and Placements

Every participant will receive a certificate on successful completion of the said course and only after achieving the specified objectives. All those who achieve specified objectives will be placed by eMBarkers

### Contribution

The fee for the whole course will be Rs.3500/- only per student.

### Eligibility for the course

Students in the final year MBA, with specialization in Marketing.

### Key Contents:

The syllabus ensures that the participant learns these two in parallel with each other and in an iterative fashion. This is expected to reinforce the learning in a very strong way.

Module	Aim	Timeline
I	<b>Conceptual foundation</b> 1. To give an understanding of the key 50 concepts in Sales and Marketing 2. Take Marketing ownership of this product by moving to the real world	20 hours
<b>Practical experience sales and marketing (3 weeks)</b>		
II	<b>Midcourse correction</b> 1. Introspect! Try to understand how one has applied concepts in real life 2. Discussion of <i>standard templates</i> , formats and frameworks, that give a structure to marketing	10 hours
<b>Second round of real life sales and marketing (6 weeks)</b>		
III	<b>Peer learning, performance evaluation and practical learning sum up</b> 1. Debrief and experience sharing across various performance categories 2. Learning across batch and schools with respect to the on ground work	10 hours
<b>Sum up of theory and practice: The advanced level of understanding revisited</b>		
IV	<b>Preparation for placements</b> 1. Formal placement preparation and pre placement training and placements	10 hours

**50 key concepts that are discussed in depth:**

<b>Serial No</b>	<b>Concept</b>
1	Advertising
2	Brands
3	Business-to-Business Marketing
4	Communication and Promotion
5	Competitors
6	Corporate Branding
7	Creativity
8	Customer Needs
9	Customer Orientation
10	Customer Relationship Management (CRM)
11	Customers
12	Customer Satisfaction
13	Database Marketing
14	Differentiation
15	Distribution and Channels
16	Experiential Marketing
17	Focusing and Niching
18	Forecasting and the Future
19	Goals and Objectives
20	Growth Strategies
21	Image and Emotional Marketing
22	Internet and E-Business
23	Loyalty
24	Marketing Assets and Resources
25	Marketing Ethics
26	Marketing Mix
27	Marketing Plans
28	Marketing Research
29	Marketing Roles and Skills
30	Markets
31	Media and social media
32	Opportunity
33	Outsourcing
34	Performance Measurement
35	Positioning
36	Price

37	Products
38	Quality
39	Relationship Marketing
40	Retailers and Vendors
41	Sales Force
42	Sales Promotion
43	Segmentation
44	Selling
45	Service
46	Target Markets
47	Technology
48	Trends in Marketing Thinking and Practice
49	Value
50	Word of Mouth

**Contact us:**

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