

MSK EXECUTIVE DIPLOMA SYLLABUS

No	TOPIC			
1.	Role of Marketing in Today's world			
2.	Underlying Marketing Concepts			
3.	Strategic Marketing Decisions (Introduction)			
4.	Strategic Decisions (Product)			
5.	Strategic Decisions (Product)			
6.	Strategic Decisions (Pricing)			
7.	Strategic Decisions (Pricing)			
8.	Strategic Decisions (Placement)			
9.	Strategic Decisions (Placement)			
10.	Strategic Decisions (Promotions)			
11.	Strategic Decisions (Promotions)			
12.	Environment and Market Research			
13.	Environment and Market Research			
14.	General Discussion on topical issue/subject 1			
15.	Introduction to Branding			
16.	Building and Managing Brands			
17.	Building and Managing Brands			
18.	Building and Managing Brands			
19.	Competition			
20.	Competition			
21.	General Discussion on topical issue/subject 2			

22.	International Marketing practice and Strategies			
23.	International Marketing practice and Strategies			
24.	International Marketing practice and Strategies			
25.	Marketing Planning and Management			
26.	Marketing Planning and Management			
27.	Marketing Planning and Management			
28.	Marketing Planning and Management			
29.	General Discussion on topical issue/subject 3			
30.	Legal and Ethical aspects of Marketing			
31.	Transformational Leadership			
32.	Transformational Leadership			
33.	Relationship Management			
34.	Relationship Management			
35.	Sales Management			
36.	Sales Management			
37.	Sales Management			
38.	Information Communication Technology			
39.	Information Communication Technology			
40.	Information Communication Technology			
41.	Practical Models			
42.	Practical Models			