

ady.
ADYAPAN

Adyapan
School

Marketing Management



Duration - 2 months

Industry
Certification



Skill India Certified

250+
Partner Companies

From insights to impact own **Marketing Management.**

From strategy to market impact - become industry-ready.

This immersive Marketing Management program takes you beyond foundational concepts into real-world brand and business growth. Learn market research, consumer behavior, brand strategy, pricing and integrated marketing communications through hands-on case studies and campaigns. With a strong focus on practical implementation and data-driven decision-making, you'll graduate with the ability to craft effective marketing strategies, manage brands and drive measurable business results with confidence.

8

WEEKS

30+

PROGRAMS OFFERED

20,000+

STUDENTS

250+ PARTNERED COMPANIES



ABOUT ADYAPAN SCHOOLS

Where education meets real-world impact

Not just a course — a platform to launch
your career.

Adyapan Schools was built with a single conviction:
learning works best when it happens in the real world.
We partner with top companies, mentors, and industry
platforms to ensure every student graduates with a
portfolio of work that speaks louder than a certificate.

Our programs combine rigorous coursework with live
client projects, giving you the skills and proof-of-work
that employers actually want.

MISSION

To equip ambitious learners with
practitioner-level digital
marketing skills through mentor-
led, project-based education that
bridges the gap between learning
and earning.



VISION

To be India's most trusted
launchpad for the next generation
of marketing leaders — defined
not by degrees but by the real
work.



Everything you need to grow fast

PROGRAM HIGHLIGHTS



Live Industry Projects

Work on campaigns for real brands alongside your coursework. Build portfolio projects that prove your expertise to employers.



1-on-1 Mentorship

Dedicated mentors from Google, Microsoft, Mastercard and more. Get personalized guidance and industry connections.



AI-Powered Marketing

Learn cutting-edge AI tools alongside evergreen fundamentals. Stay ahead of the curve in a rapidly evolving landscape.



Dual Certification

Earn both a Course Completion and Internship Certificate – accredited by Skill India Digital Hub and NSDC.



Internship Guarantee

Graduate with an internship completion certificate from a live brand project. Concrete, resume-ready proof of work.



Industry Network

Join a network of alumni at Amazon, Google, Adobe, Microsoft. Access exclusive hiring events and referral opportunities.

CURRICULUM

8 weeks. 8 modules. Infinite impact.

WEEK 1

Defining Marketing & Its Scope

- Discussion of Curriculum
- Define marketing in its broadest sense
- Explore the scope of marketing across products, services, experiences, events, persons, places, and ideas
- Understand the role of marketing within an organization
- Examine how marketing functions interact with other departments such as sales, product development, and finance to deliver value
- Introduce the concept of a market offering



WEEK 2

New Marketing Realities

- Identify the major forces reshaping marketing today
- Understand how the shift from mass marketing to personalized, data-driven marketing has changed companies' marketing
- Explore the rise of digital platforms as new channels that have disrupted traditional marketing models
- Discuss how changing consumer behavior
- Examine how companies are adapting their marketing strategies to remain relevant in a rapidly evolving, technology-driven marketplace



WEEK 3

Company & Business Unit Planning

- Identify the key tasks involved in corporate and business unit strategic planning
- Understand how a company's overall strategy cascades down into individual business unit plans and then into functional marketing plans
- Explore the process of conducting a SWOT analysis
- Learn how companies define their competitive position and select target markets as part of the strategic planning process
- The relationship between corporate goals and marketing objectives



CURRICULUM

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WEEK 4

Developing a Market Offering

- Understand the process of developing a market offering
- Explore how companies identify unmet customer needs and translate them into product or service concepts with clear benefits
- Learn how to position a market offering effectively
- Understand the role of pricing, distribution, and communication in shaping how a market offering is perceived and received by customers
- Examine how companies test, refine, and launch market offerings



WEEK 5

Building an Actionable Marketing Plan

- Understand the key components of a marketing plan
- Write marketing objectives using the SMART framework
- Explore how to develop marketing strategies that define target segments, positioning, and the marketing mix (4Ps) in an integrated way
- Understand how to build a marketing budget
- Set up performance metrics and control mechanisms to monitor plan execution and make data-driven adjustments over time



WEEK 6

Conducting Marketing Research

- Define the scope of marketing research
- Understand the marketing research process: defining the problem, developing a research plan, collecting data, analyzing findings, and presenting results
- Explore primary and secondary research methods
- Learn how to design a research plan
- Understand the ethical considerations in marketing research



8 weeks. 8 modules. Infinite impact.

WEEK 7

Measuring & Forecasting Market Demand

- Understand the concept of market demand
- Learn the key demand measurement concepts: market potential, sales potential, market forecast, and company sales forecast
- Explore qualitative and quantitative methods of demand forecasting
- Understand how to estimate market share and benchmark company performance against TAM and SAM
- Learn how demand forecasts feed into marketing planning, production scheduling, budgeting, and market strategy decisions



WEEK 8

Building Customer Loyalty & Managing Relationships

- Understand how to balance customer acquisition and customer retention
- Explore the drivers of customer satisfaction and loyalty
- Learn how companies manage customer relationships through CRM systems, loyalty programs, personalized communication, and proactive service
- Understand Customer Lifetime Value (CLV)
- Examine frameworks for managing the full customer relationship lifecycle



WHO THIS IS FOR

This course is perfect for

Students & Career Starters

Aspiring Marketing Managers &
Brand Strategists

BBA, MBA, Economics &
Engineering Students

Professionals in Consulting,
Operations & Strategy Roles

Business Analysts & Problem-
Solving Enthusiasts

Leaders Driving Business Growth
& Transformation

CERTIFICATIONS



ALUMNI NETWORK

Our alumni work at world-class companies

Amazon

Adobe

Google

Autodesk

Microsoft

Deloitte

Your career switch is one click away.

Ready to begin? Apply at adyapanschool.com or email us at support@adyapan.com

Apply Now