

PGP MANAGEMENT

SPECIALIZATION IN MARKETING

- One-year
- Full-time
- Residential programme



Master
THE **New**



Programme Details

This Management Programme in Marketing offers a robust foundation in core management principles, preparing students to effectively plan, lead, and execute strategic decisions. The programme includes a specialized focus on marketing fundamentals, delving into consumer behaviour and brand strategy. It emphasizes New Age Digital Marketing, equipping students with essential skills such as social media analytics, content marketing across emerging platforms, and leveraging AI-powered marketing tools.

Highlights

- Futuristic, industry-aligned curriculum
- Application-based capstone projects
- Internships & study abroad module
- Renowned global & industry faculty
- Scholarships based on need & merit

Programme Curriculum

Foundational Courses of Management:

- Fundamentals of Management and Strategy
- Financial Reporting and Analysis
- Financial Management
- Operations Management
- Economics for Managers
- Organisation Behaviour
- Project Management
- Business Communication
- Sustainability
- Principles of Leadership & Persuasion

**Marketing
Core Courses:**

- Marketing Strategy
- Business Statistics for Marketing Professionals
- Consumer Insights
- Omnichannel Marketing Strategy
- B2B Marketing
- Marketing Research (Quantitative)
- Pricing (Strategy & analytics)
- Strategies for Growth
- Forecasting Analytics
- Sales & Distribution Management
- Strategic Marketing (NTU Singapore module)

**Courses on
Advertising/
Media**

- Media Strategy in a Digital World
- Strategic Marketing Communications
- Media Ethics & Policy
- Content Creation & Storytelling

**Courses on
Brand and
Product
Management:**

- Brand Strategy & Customer Engagement
- Product Management
- Marketing Decision-Making

**Courses on
Digital
marketing/
Technology in
marketing**

- AI & Marketing (NTU Singapore module)
- Digital and Social Media Marketing
- Digital Media Metrics and Analytics
- Machine Learning Basics for Marketers
- Marketing Analytics

This is th



Digital &
Social
Media
Initiatives

Dr. Denish Shah

Barbara and Elmer Sunday Associate Professor of Marketing,
Founding Director of the Social Media Intelligence Lab, Director of
the Marketing (CMO) RoundTable, Georgia State University, USA

Detailed Curriculum

Foundational Courses of Management

Fundamentals of Management and Strategy: This introductory course covers the fundamental principles of Management and Strategy. It examines the purpose of organizations, how they function, and highlights the major functions of management. The course discusses concepts and tools for designing and implementing effective competitive strategies in the rapidly changing global business environment. Strategy is explored in the context of organizational direction, aiming to understand why some organizations succeed while others fail. It addresses issues of primary concern to senior management and those seeking reasons for organizational success and failure. Students assume the role of key decision-makers, addressing questions related to the creation or reinforcement of competitive strategies and competitive advantage.

Financial Reporting and Analysis: This course explores the theoretical foundations and practical applications of financial analysis and performance management within organizations. Participants examine advanced topics such as shareholder and customer value creation, cash flow statement analysis, income and cost performance assessment, and strategic business planning. Through rigorous academic inquiry, case studies, and research projects, students develop a deep understanding of key financial concepts and analytical techniques essential for informed managerial decision-making. The course

emphasizes critical thinking, data interpretation, and the synthesis of complex financial information.

Organisation Behaviour: This course introduces students to the study of human behavior in organizations. It explores key approaches, concepts, frameworks, and issues in organizational settings, and how to apply this knowledge to enhance individual, team, and organizational performance. The curriculum covers major aspects of people management in contemporary organizations, from managing individuals and understanding group dynamics to managing conflict and initiating change. Students learn to analyze organizational situations and develop strategies for effective management and leadership in diverse workplace environments.

Business Communication: This course recognizes that regardless of job role, business and marketing post-graduates must possess essential problem-solving, business research, and effective communication skills. The curriculum focuses on developing key competencies including teamwork skills, dynamic public speaking, general communication skills, confidence building, personal interview and group discussion techniques, and impromptu speaking abilities. Students learn to articulate ideas clearly and persuasively in various professional contexts.

Principles of Leadership & Persuasion: This course emphasizes the importance of self-understanding as a foundation for effective leadership. Students explore how a reflective mindset leads to better self-management, culminating in personal mastery. The course posits that when leaders achieve personal mastery, they transform into inspired leaders, setting them on the path to becoming 'Enlightened Leaders'. Through various exercises and discussions, students develop a deeper understanding of their leadership potential and how to actualize it.

Foundational Courses of Management

Marketing Strategy: This course addresses the management challenge of designing and implementing the optimal combination of marketing actions to execute a firm's strategy in its target markets. It aims to develop students' skills in applying analytical perspectives, decision tools, and marketing concepts to key strategic decisions. These decisions include market segmentation, targeting, positioning, as well as product development, pricing strategies, distribution channel management, and promotional activities. The course emphasizes a holistic approach to marketing strategy, enabling students to integrate various marketing elements to create cohesive and effective marketing plans.

Business Statistics for Marketing Professionals: This course focuses on business analytics, a critical tool that enables organizations to make quicker, better, and more intelligent decisions for creating broad business value.

Students learn the process of transforming data into actionable insights within the context of organizational decision-making and problem-solving. The course provides students with a comprehensive understanding of how managers utilize business analytics to formulate and solve business problems and support managerial decision-making. Key objectives include developing proficiency in analyzing business data and mastering tools of statistical inference used in making informed business decisions.

Consumer Insights: This course examines how social, economic, cultural, psychological, and technological forces shape human behavior, particularly in the context of consumer or customer behavior in the marketplace. Students focus on generating insights about how people acquire and consume goods and services to solve problems in their lives. The curriculum introduces a customer insights framework and explores both qualitative and quantitative methods of generating insights. While covering a broad range of concepts, the course emphasizes practical application through case discussions, customer insights projects, and workshops. Students learn to analyze consumer behavior patterns and translate these insights into effective marketing strategies.

Courses on Advertising/Media

Media Strategy in a Digital World: This course provides a thorough understanding of media planning and buying, including the associated terminologies and concepts. Students gain an overview of media planning functions and their integration within a comprehensive marketing system. The course explores how these functions interact with various stakeholders such as Platforms, Publishers, and Networks. Emphasis is placed on developing strategies that effectively leverage digital media channels to achieve marketing objectives in an increasingly complex media landscape.

Strategic Marketing Communications: This course covers the principles and practices of brand communications. It provides students with a formal strategic process for developing marketing communications and media plans, as well as managing communications between an organization and its stakeholders. Students learn to create integrated marketing communication strategies that align with overall business objectives and effectively reach target audiences across various channels.

Media Ethics & Policy: This course introduces students to the myriad ways in which ethical issues in media can impact individuals and society at large. In today's media-saturated world, students explore how the scenarios, venues, and opportunities for ethical conundrums or dilemmas have exponentially increased. The curriculum examines case studies and theoretical frameworks to help students navigate the complex ethical landscape of modern media, preparing them to make

informed decisions in their professional careers.

Content Creation and Storytelling: This course addresses the processes and methods for developing branded content in the digital age. It combines marketing strategy, media tactics, and practical skills to enable students to create strategically effective digital content. The curriculum explores how brand storytelling is executed to create and disseminate content to media audiences and social media users. Students learn to develop a comprehensive content strategy for a brand and then create multiple types of content, including images, videos, email newsletters, and written stories. These diverse content types collectively represent a coherent execution of brand strategy. Through hands-on projects and case studies, students gain practical experience in crafting compelling brand narratives across various digital platforms.



Courses on Brand and Product Management

Brand Strategy & Customer Engagement:

This course addresses the multi-faceted aspects of designing, creating, launching, and managing brands with the aim of driving organizational growth through brand performance. Students gain insight into supply chain operations and how brands interact with distributors and service delivery networks. The course emphasizes the development and execution of marketing mix planning to establish effective advertising, promotion, pricing, and distribution practices. Through case studies and practical exercises, students learn to create comprehensive brand strategies that resonate with target audiences and drive customer engagement.

Product Management: This comprehensive course provides students with a holistic view of the product management process. It covers the entire spectrum of product management work, beginning with identifying product opportunities through market intelligence, developing product strategies, managing the new product development process, product positioning, and post-launch support. Students explore each phase of the product lifecycle and the appropriate marketing strategies for each stage. The course emphasizes maintaining a balance between tactical responsibilities and long-term strategic aspects of product management. It also addresses best practices and soft skills required for working effectively with cross-functional teams and top management to drive product strategy across the organization. Real-life case studies and examples are used extensively to illustrate the practical implementation of product management concepts.

Courses on Brand and Product Management

Digital and Social Media Marketing: This course offers students a comprehensive understanding of the digital and social media marketing landscape, including various platforms, media, tools, and metrics. Building on this foundation, students learn how to accomplish different organizational marketing objectives through digital and social media marketing strategies. The curriculum covers content creation, community management, paid advertising, and analytics across major digital platforms. Students develop skills in creating and implementing digital marketing campaigns that drive engagement, conversions, and brand awareness in the online space.

Digital Media Metrics and Analytics: This course equips students with the knowledge and skills to understand and utilize digital analytic tools and methods. It emphasizes the application of these tools and methods in evaluating digital marketing practices and designing effective digital strategies. Students engage in in-depth learning about digital media metrics, including Google Analytics and other web and mobile metrics used to evaluate consumers' use of digital devices, platforms, content consumption, and sharing behaviors. The curriculum covers key performance indicators (KPIs), data visualization, and interpretation of analytics to drive marketing decisions. By the end of the course, students are able to design, implement, and analyze digital marketing campaigns using industry-standard tools and metrics.

Marketing Analytics: This analytics-centered consumer marketing course is designed for consumer analysts, marketing researchers, brand managers, category managers, and seasoned marketing and retailing professionals. In an analytics-driven business environment, participants study the art and science of brand and category management. The course teaches students to leverage consumer analytics for effective product marketing and to use retail analytics to refine the retailing mix. Students gain expertise in utilizing marketing/business analytics, market research, and financial statements to make data-driven business decisions. Additionally, the course cultivates an appreciation for supplier-retailer relationships in developing marketplace equity.

