

SYLLABUS FOR THE TRADE  
OF  
**MARKETING EXECUTIVE**

UNDER  
CRAFTSMEN TRAINING SCHEME (CTS)

*Designed in 2013*

*By*  
Government of India  
Ministry of Labour (D.G.E.&T.)  
CENTRAL STAFF TRAINING AND RESEARCH INSTITUTE  
EN-Block, Sector-V, Salt Lake  
Kolkata-700 091

**List of Members attended the Trade committee Meeting to design the syllabi for the trade of Marketing Executive held on 31st January 2012 at India International Centre, New Delhi.**

<b>Sl. No.</b>	<b>Name &amp; Designation Shri/Smt.</b>	<b>Representing Organisation</b>	<b>Remarks</b>
1.	S J Amalan, Director	CSTARI, EN-81, Salt Lake, Kolkata-91	Chairman
2.	M C Sharma, JDT	CSTARI, EN-81, Salt Lake, Kolkata-91	Member
3.	L K Mukherjee, DDT	CSTARI, EN-81, Salt Lake, Kolkata-91	Member
4.	Sandeep Maan, Member	Advisory Board at Institute for Competitiveness, India – IFC; Advisor - Projects & Operations at <u>Remorphing India</u>	Member
5.	Dev Chandra Jha, Head HR	North India at Videocon Industries Limited	Member
6.	Kumar Gautam, General Manager	Human Resources - Asia , Whirlpool Corporation	Member
7.	Alexander Thomas, Area Vice President	Securitas India, New Delhi	Member
8.	Vivek Nanda, Head Direct Sales	Sharp Business Systems	Member
9.	Devanshu Bhatt, Managing Director & Country Manager	Reval India, New Delhi	Member
10.	G.K Gupta, Head HR	Diakin India, New Delhi	Member
11.	R C Jain, Professor (HR)	YMCA, New Delhi	Member
12.	Satish Kumar, Professor (HR)	IIPM, New Delhi	Member
13.	U C Tiwari, Professor of Operations Management	IIPM (ex-DGM, SAIL), New Delhi	Member
14.	Pushp Lamba, Professor of Marketing	IIPM, New Delhi	Member
15.	Sanjay Banerjee, Professor of Marketing	SCM Business School, New Delhi	Member
16.	Ranjan Paul, Professor of Marketing & Entrepreneurship	Freelance Marketing Consultant	Member
17.	Maninder Singh, Professor of Marketing,	Freelance Trainer & Marketing Consultant, New Delhi	Member
18.	Aman Chugh, Professor of Finance	ICAI, New Delhi	Member
19.	Ramakar Jha, Professor of Finance	IIPM, New Delhi	Member
20.	T Ramaswamy, Professor of Finance	IIPM, New Delhi	Member
21.	Pankaj Upadhyay, Professor of Economics	Jagan Institute of Mgmt Studies, New Delhi	Member

*List of members attended the Workshop to finalize the syllabi of existing CTS into Semester Pattern held from 6<sup>th</sup> to 10<sup>th</sup> May'2013 at CSTARI, Kolkata.*

Sl. No.	Name & Designation	Organisation	Remarks
1.	R.N. Bandyopadhyaya, Director	CSTARI, Kolkata-91	Chairman
2.	K. L. Kuli, Joint Director of Training	CSTARI, Kolkata-91	Member
3.	K. Srinivasa Rao, Joint Director of Training	CSTARI, Kolkata-91	Member
4.	L.K. Mukherjee, Deputy Director of Training	CSTARI, Kolkata-91	Member
5.	Ashoke Rarhi, Deputy Director of Training	ATI-EPI, Dehradun	Member
6.	N. Nath, Assistant Director of Training	CSTARI, Kolkata-91	Member
7.	S. Srinivasu, Assistant Director of Training	ATI-EPI, Hyderabad-13	Member
8.	Sharanappa, Assistant Director of Training	ATI-EPI, Hyderabad-13	Member
9.	Ramakrishne Gowda, Assistant Director of Training	FTI, Bangalore	Member
10.	Goutam Das Modak, Assistant Director of Trg./Principal	RVTI, Kolkata-91	Member
11.	Venketesh. Ch. , Principal	Govt. ITI, Dollygunj, Andaman & Nicobar Island	Member
12.	A.K. Ghate, Training Officer	ATI, Mumbai	Member
13.	V.B. Zumbre, Training Officer	ATI, Mumbai	Member
14.	P.M. Radhakrishna pillai, Training Officer	CTI, Chennai-32	Member
15.	A.Jayaraman, Training officer	CTI Chennai-32,	Member
16.	S. Bandyopadhyay, Training Officer	ATI, Kanpur	Member
17.	Suriya Kumari .K , Training Officer	RVTI, Kolkata-91	Member
18.	R.K. Bhattacharyya, Training Officer	RVTI, Trivandrum	Member
19.	Vijay Kumar, Training Officer	ATI, Ludhiana	Member
20.	Anil Kumar, Training Officer	ATI, Ludhiana	Member
21.	Sunil M.K. Training Officer	ATI, Kolkata	Member
22.	Devender, Training Officer	ATI, Kolkata	Member
23.	R. N. Manna, Training Officer	CSTARI, Kolkata-91	Member
24.	Mrs. S. Das, Training Officer	CSTARI, Kolkata-91	Member
25.	Jyoti Balwani, Training Officer	RVTI, Kolkata-91	Member
26.	Pragna H. Ravat, Training Officer	RVTI, Kolkata-91	Member
27.	Sarbojit Neogi, Vocational Instructor	RVTI, Kolkata-91	Member
28.	Nilotpal Saha, Vocational Instructor	I.T.I., Berhampore, Murshidabad, (W.B.)	Member
29.	Vijay Kumar, Data Entry Operator	RVTI, Kolkata-91	Member

## GENERAL INFORMATION

1. **Name of the Trade** : MARKETING EXECUTIVE
2. **N.C.O. Code No.** :
3. **Duration** : One Year (Two Semesters)
4. **Power norms** : 4 KW
5. **Space norms** : a) Workshop: 50 Sq. metres.  
b) Language Lab: 30 sq.meter.
6. **Entry Qualification** : Passed 10th Class Examination
7. **Unit size (No. Of students)** : 20
8. **Instructor's/Trainer's Qualification:** Post Graduate / Graduate in relevant areas  
Smart, presentable and good communication skills  
A minimum of 12 months experience in delivering similar  
or allied courses or 6 months of work experience.  
in the relevant field
9. **Desirable Qualification** : Preference will be given to Craft Instructor's Certificate  
(CIC)

Note: At least one instructor must have Degree/Diploma relevant field.

## Syllabus for the Trade of “Marketing Executive” under C.T.S

**Duration: Six months**

### First Semester

**Semester Code :MAE: SEM I**

Week Nos.	Trade Practical	Trade Theory
01	Orientation to the programme, expectations out of the students, aims and objectives of the course, learning outcomes, the way forward with the programme/course breakup and linking the job opportunities with the programme of study.	General introduction to the programme
	Stress and accents, accentuation (mode of pronunciation) marks, intonation (using a particular tone), diction (use of word and speech) using audio-visual aids.	Orientation to vowels and consonants, word making and pronunciation
02-03	Transformation of sentences, adjectives of comparison, voice change, narration, change of tense, spellings and vocabulary development	Functional grammar, developing grammatically correct statements – written and verbal
04-05	Reading simple English with preparations, news reports, elementary office reports/memos/notices. Reading current news and giving opinions or engaging into group discussions.	Reading – purpose, skimming (take the best part), scanning (reading with attention), cognates (relative words), text structures,
	What is a computer – its use and application; how to put together the keyboard, the mouse, the monitor and the printer ports to the CPU tower; computer as an input and output device; types of memory – hard disk, CD, pen drive, external hard disk	Computer overview
06-07	Construction of simple sentences, preparation of news reports, paragraphs; form filling, addressing envelopes, layout of letters, writing requests, answering to queries – written and over email, letters of application, letters of appointments, office notifications, job-orders, simple comprehension.	Writing – how to put thoughts in written texts, minimizing errors, cross-checking for errors, filing reports.
	MS Word – getting started; how to type, format, edit a content; how to mail merge, how to convert into a pdf, how to print; compilation of project / business reports; password protection of documents	Office Applications – MS Word
08	Speaking with preparation – on self, family, career aspirations, on any given topics; speaking on the spot – extempore, Just a minute, flip-back; role plays, dialogues, group discussions, interjection, raising a query, answering a query	Speaking – how to express yourself verbally, importance of good spoken communication in any field of advancement
09-10	Why should one be concerned with occupational safety & health, examples of occupational hazards in different professions (overview to be given for non-technical jobs only); organisation's role in enforcing OSH of employees	Introduction to Occupational Safety and Health

	MS Excel – getting started, excel as a database manager, excel as a calculating applications, some basic calculation and formulation techniques, how to edit and format; compilation of reports – target or number driven; password protection of excel sheets	Office Applications – MS Excel
	Presentability – what to wear, what not to wear, combinations – formal, semi-formal, casuals, choice of colors, choice of fabrics, hair cut, accessorizing your attire	Dressing and Grooming
11-13	MS Powerpoint – getting started, powerpoint as a presentation manager, how one can present business ideas using a slide system, creating presentations, editing and formatting a presentation; real life presentations on corporate / business briefs	Office Applications – MS Powepoint
	What is the internet, what are browsers and how to browse; how to search on search engines, learning effective search techniques, how to create a document with data copied from the internet	Basic Internet application
	Presentation styles and types – book presentations, movie presentations, corporate presentations; Radio-jockeying, introducing seniors, initiating business conversations, sales pitching, ending business meetings, body language to impress others, reading other's body language	Business Communication – verbal
	General guidelines of how to prevent an accident from happening – depending on job types; humanity and helping colleagues, how to prevent oneself in emergency, learning how and when to evacuate in case of an emergency – earthquake, fire, terror attack, etc; how should office spaces be designed – workplace ergonomics; need for first aid, fire extinguisher and emergency numbers. Practical aspects of Factories Act, Workmen's Compensation Act & ESI Act to be explained with examples & case studies.	Accident prevention techniques  Occupational Safety and Health legislations in India
14-15	How to open a mail account or use Outlook Express (MS Outlook); sending mails, answering mails, security issues and passwords, online marketing basics; e-commerce and m-commerce	Advanced internet application
	Introduction to financial tools, online marketing reports, softwares to convert data in different forms (freeware); concepts of spyware, malaware and internet security	Business Applications and IT
	Resume building, introductory notes, e-mail communication, request for meetings and written acknowledgements	Business communication – written
	What is the concept of quarantine; can people be denied employment in case of certain diseases; HIV and AIDS; other transferrable diseases; what kind of jobs should not be applied for in case of certain existing health	Diseases and Employment policies

	problems.	
16	What are the government and corporate guidelines for women at work, what is meant by social or physical abuse of a woman; what are the legal defense sought by a woman in her working environment; How to manage work life balance – the need for it.	Women and Occupational Safety; Managing work and family
	What is the concept of social media; uses of social media – networking, making friends, business prospects, how social media boosts business growth (case studies), social media as a marketing tool to market self, internet ethics and basics of cyber law.	Online Social Media
	Why do we need economics? Economics and its impact on our life; economics and choice – with case studies and examples of everyday life; economic concepts used in business – understanding demand, supply, production; economic decisions to enter a market based on type of market – monopoly, oligopoly, duopoly, perfect competition; basic concept of why prices rise – inflation, how price rise affects our life – money supply and theory of wage, how does one contribute to the country's growth – concepts of GDP and GNP; why do people remain unemployed and the role of government in reducing unemployment	Basics of Economics – an overview of micro and macro economics, theory of demand and supply, production, markets, GDP, inflation, wage market, basic concept of employment
17	How to greet, wish, bid goodbye; how to exchange business cards, how to speak with seniors and juniors, how to maintain corporate decorum, how to eat/drink in social/corporate get-togethers, how to thank people.	Social / Formal etiquettes
	History of Indian civilization and how the Indian economic state in its current form came into being; barter system and the silk route, spice trade, colonization – different wars during the Islamic period and later the British East India Company; Indian independence and the economic changes; how our present stage is related to our past and how our future is related to the present economic situation; why the Indian growth was called Hindu Growth rate; how did the growth rate change to near double digit; basic understanding of liberalization and opening of Indian economy – linking with the concept of more choice and expanding market.	Introduction to Indian economy
	Why do we need a quality process, how does quality help an organization, how is an organisation's vision linked to its quality consciousness	Introduction to quality consciousness

18-19	What is meant by a planned economy? Where did the concept of planning evolve from? What is the difference in the economic development of the western world (Capitalist) and the Soviet Bloc (Communist-Socialist)? How the growth of Chinese and Indian economy differ? How the knowledge of economic growth help you as an entrepreneur?	Concepts of National Economic Planning
	Quality in customer-supplier relations, designing organizations for quality	Quality concepts
	Tools and techniques used to achieve quality, role plays and skits to explain how quality adherence builds long term credibility and organizational growth; individual's contributions to enhancing organizational quality	Quality Tools
20-22	Value of time for a business, how to respect other's time, how is time management, punctuality and regularity leads to positive attitude towards work, how to schedule your day and prioritize your work, how to plan your goals, brief about project planning processes.	Time Management
	What is entrepreneurship – basic concepts; difference between entrepreneurship and self employment, how an entrepreneur contributes to economic growth and prosperity of a country. Entrepreneurial qualities, what makes an entrepreneur different from a business manager, entrepreneur's ethics, attitudes, values and motives; competencies required to be a successful entrepreneur, case studies on successful entrepreneurs Creativity and entrepreneurship; how to think creatively and innovatively; how does a successful entrepreneur see same thing differently with a business acumen, entrepreneurship and calculated risk	Introduction to entrepreneurship Who can become an entrepreneur How can an entrepreneur start his venture
	Current economic situation, concepts of the economic crisis in 2008-10, what are the factors that stabilize a country from economic crisis, what can be your role in bringing about a change in consciousness towards current economic development process, What is the concept of 'wealth at the bottom of the pyramid'? How can there be a growth in employment, betterment of healthcare and education facilities; a brief understanding of political economics; how your business or operation may increase multifold if National Economic Planning is implemented in the real sense	National Economic Planning and how India may grow faster? Critical detailing of the economic development vis a vis the most optimal development strategy
	How and when to implement the 5S Concept, Kaizen, TPM, SGA, Quality Circle, Just in Time,	Introduction to quality parameters



	6 Sigma; lectures by industry experts; visits to organizations to understand how quality parameters are implemented, industry case studies	
23-24	What are the contributions of an entrepreneur that will make the society better, people around happier and economic system stronger? How can capitalism (the concept of rich getting richer and poor getting poorer) make a society happier? In an era of cut throat competition, where it is the law of the jungle and the fittest only survive, how can modern economic thought involving National Economic Planning ensure the survival of the weakest?	Concepts of Happy Capitalism, Trickle up Theory, Increasing Marginal Utility, Survival of the Weakest
	Group Discussion – initiate a discussion, participate in a discussion, drawing conclusion; Interviewing techniques – what and how to answer, what not to answer, salary negotiations; Listening skills – span of attention, skimming information; barriers to listening – noise (useless information)	Advanced executive communication
	Quality Management System in organizations, in processes, in delivery – matching organizational goals with quality management; quality and environment, quality and employees, ISO certifications and different quality standards (for different industries – CE, ISI, Hallmark, BIS, Woolmark, etc.)	Concepts in TQM and ISO
	Can all entrepreneurs become good leaders? Can all leaders become good entrepreneurs? Analytical qualities of an entrepreneur – basic understanding of finance, HR and marketing; people management and entrepreneurship How to test your business ideas? How to know whether the business idea is justified? How to identify the right time, opportunity, market? SWOT of self as an individual and of your business proposition Government's role in promoting entrepreneurship, economic system and an entrepreneur's role in it, financial and legal support, seeking loan or funding (VC, PE, banks); Tax implications for your business – octroi, different schemes and support organizations of government – DIC, SIDA, SISI, NSIC, SIDO, National Scheduled Tribes Finance and Dev Corporation (NCTFDC), etc.	Detailed quality specifications of an entrepreneur – business leader, analytical mind Market Feedbacks and business decisions; market intelligence Business environment and entrepreneurship
25	Project work / Industrial Visit (optional)	
26	Examination	

**Syllabus for the Trade of “Marketing Executive” under C.T.S**  
**Duration: Six months**

**Second Semester**

**Semester Code :MAE: SEM II**

1	Marketing concepts in the real life – how do we market ourselves, how do we sell our propositions, how have we all grown up marketing our ideas to our parents, our teachers and our friends; An introductory concept of case study based teaching – how to read a case study, how to analyse a case study, what kind of answer to look for, do cases have any right or wrong answers?	<b>Introduction</b> Syllabus review Course expectations Content introduction and class resources Pedagogy of the curriculum <ul style="list-style-type: none"> <li>➤ Introduction to various forms of teaching mechanisms which will include role-plays, case-studies specific to marketing</li> <li>➤ How to read a case and draft out solutions</li> </ul>
2	Making students define marketing; Overview of marketing domains and job possibilities; what are the KRA of a junior marketing executive (sample industries – retail, market research, industrial marketing)	<b>Overview of Marketing:</b> <ul style="list-style-type: none"> <li>➤ What is Marketing</li> <li>➤ Marketing environment in India</li> <li>➤ The changing world of marketing in India</li> </ul>
3-4	Division of Indian consuming classes into sub-categories – Upper Class, Middle Class and Lower Class; their typical buying behaviour, Case Studies	Consumer Behaviour and classes in India / Buyer Behaviour
	Meaning of Segmentation, Purposes of segmentation, types of segmentation – the ways in which we can segment a market, Mass Marketing – Meaning, purpose, examples, Niche Marketing - - Meaning, purpose, examples, One-to-One Marketing – Meaning, purpose, examples, Case Studies	Segmentation of the market
5	Marketing channels – Meaning. The types of channels available – their purposes and benefits, Which channel to use in which marketing format, Retailing – meaning, Types of retailing formats in India, Which format suits which market, Case studies	Operations
6	What is field orientation, purposes of doing field orientation, To create a prospect-pipeline, How to approach the prospects, Cold-calling, To greet a prospect/customer, To introduce yourself to a prospect, preparations do you need, what do you need to carry, how should you orient yourself with your product before meeting someone, how much convinced are you of your product/service before attempting to convince others?	Field Orientation
7-9	Meaning, Importance, Relevance and scope, Types of sales, Sales process (Suspecting -> Prospecting -> Approach -> Negotiate -> Close -> Order), Objections, Objection Handling, Types of Sales people - Order-takers, Delivery salespeople, Order-getters, Technical support salespeople, To create the sales pitch for your	Sales

	product/service, To deliver the pitch, Role plays to understand every aspect of selling as mentioned above. This will be done stage by stage.	
10	To introduce your organisation, To introduce your product/service to the prospect/customer, What is Negotiation, Types of Negotiation – Benefits of each type, How to bring your prospect/customer to the negotiating table, Importance of the art of convincing, Role plays to demonstrate how to do it, Feed-back sessions to the trainees	Negotiation
11	Meaning, Utility, Process, Advantages of Personal Selling, Types – Manual, Tele – Calling and Internet based sales, Role Plays	Personal Selling
12	To greet the prospect over the phone, To introduce your organisation, To create curiosity in the minds of the prospect for your product/service, To negotiate, To convince, Taking order, Booking it, Passing it to the Operations department, Challenges faced by the tele-caller, How to over-come such challenges, Role Plays	Tele-Calling
13-14	What do you mean by promotion, Types of promotion – ATL (Above The Line), BTL (Below The Line) – Meaning and implications, In which situations to use ATL and BTL, How to use BTL with the retailers, dealers and wholesalers, POP (Point-of-Purchase) – Meaning and Importance, Merchandising – Meaning and Importance	Promotion – types, utility, methods of promoting your goods and services
15	Principles & elements of display, Development & design of language for the purpose of product presentation, Design & construction of props, Working as a member of a store-based team, Designing and installing visual merchandising displays in the retail industry, Self employment as a visual merchandiser; Simulated visual merchandising activities – students need to arrange products/brands in a retail setup	Visual Merchandising
16-17	Research – Meaning and Importance, Types – Primary and Secondary, Structured and Unstructured Question Asking approach, Meaning of Feedback Approach, Importance of Feedback Approach, How to do it – Approach the respondent, creating rapport with the respondent, Art of asking right questions, Recording their answers, Collating them, Communicating them to seniors in the organisation (both written and oral shall be taught), Role Plays	Feedback Approach / Market Intelligence
18-19	Report – Meaning, Importance of writing a report, Inclusions in a report – Defining a Problem, Approach to the Problem, Methodology: Data Collection Method(s), Data Interpretation, Recommendations and	Report Making

	Suggestions, Sample reports to be prepared as an exercise for the students	
	Meaning, Damage it can cause to your brand, Discovering it in your territory, Reporting it to the senior management, Educate your customer about it, Actual cases to be discussed; send students to local markets to identify counterfeit products and discuss the same in class.	Counterfeiting and Duplicacy
20-22	Customer relationship and business objective; How to build relations, Benefits to the organisation, Transactional sales Vs. Relationship sales, How to make sure that each sales does not end in a transactional sale, Registering complaints from customers, filing them and reporting to senior management, making sure that the problem of the customer is solved, understanding the organisation's philosophy on handling complaints, Following the time-lines set by the organization.	Relationship Building
23-24	What to sell and what not to sell; how to keep your communication transparent with your customers? Legal frameworks to wrong communication? Basic information about TRAI, ACI, INS, SEBI (as an overview of different industry body that regulates businesses)	Marketing ethics
25	Revision	
26	Examination	

**TRADE: MARKETING EXECUTIVE**  
**LIST OF TOOLS & EQUIPMENT**  
**A. TRAINEES TOOL KIT FOR 20 TRAINEES**

Sl. No.	Item / Tool / Equipment	Quantity
1.	<b>FURNITURE FOR LANGUAGE LAB/CLASS ROOM</b>	
	a) Human Skull with cross-sectional view of speech organs (graphical representation of the same is also accepted as an alternative)	1 No.
	b) Slide Projectors	1 No.
	c) White Screen	1 No.
	d) Classroom chairs with writing support	20 Nos
	e) Instructor's Table	1 No.
	f) Instructor's Chair	1 No.
	g) Storage Cabinet	1 No.
	h) Book Shelf	1 No.
	i) Air Conditioner (1.5 Ton) (OPTIONAL)	2 Nos
2.	<b>EQUIPMENT / FURNITURE FOR IT LAB/WORKSHOP</b>	
	a) Desktop / Laptop / Notebook PC with latest configuration	10 Nos
	b) Printer (any basic model ) and printer table	1 No each
	c) Office Packages (MS Word, MS PowerPoint, MS Excel, MS Outlook)	10 Nos
	d) Computer table	10 Nos
	e) LCD projector along with screen	1 No
	f) Flip Chart, Markers	1 No
	g) Chairs	20 Nos
	h) Instructor's table and chair	1 No each
	i) Minimum of 512 KBPS broadband connectivity	1 No
	j) Air Conditioner (1.5 Ton)	2 Nos