

Syllabus

CHAPTER 1 – MANAGEMENT FUNDAMENTALS

- New Manager Fundamentals
- Thinking Like a Leader
- Leadership Fundamentals
- Negotiation Fundamentals
- Building Business Relationships
- Achieving Your Goals
- Enhancing Your Productivity
- Increasing Your Creativity at Work
- Managing Employee Performance Problems
- Communicating across Cultures
- Stepping Up to Leadership
- Leading Change
- Leading Productive Meetings
- Leading Productive One-on-One Meetings
- Leading with Emotional Intelligence
- Leading a Customer-Centric Culture
- Connecting with Executives
- Pitching Projects and Products to Executives
- Time Management Fundamentals
- Public Speaking Fundamentals

CHAPTER 2 – MARKETING MANAGEMENT

- Internet Marketing Basics
- Building an Integrated Online Marketing Plan
- Content Marketing Fundamentals
- Brand Building Basics

CHAPTER 3 – ESSENTIALS OF MARKETING

- Marketing's Value to Consumers, Firms, and Society
- Marketing Strategy Planning
- Evaluating Opportunities in the Changing Market Environment
- Focusing Marketing Strategy with Segmentation and Positioning
- Final Consumers and Their Buying Behavior
- Business and Organizational Customers and Their Buying Behavior
- Improving Decisions with Marketing Information
- Elements of Product Planning for Goods and Services
- Product Management and New-Product Development
- Place and Development of Channel Systems
- Distribution Customer Service and Logistics
- Retailers, Wholesalers, and Their Strategy Planning
- Promotion—Introduction to Integrated Marketing Communications
- Personal Selling and Customer Service
- Advertising, Publicity, and Sales Promotion
- Pricing Objectives and Policies
- Price Setting in the Business World
- Ethical Marketing in a Consumer-Oriented World: Appraisal and Challenges