



Syllabus

1. Introduction to Marketing I

- Marketing definition
- Components of Marketing Mix (4 P's - Product, Price, Promotion, Place)
- Marketing environment (internal - external business environment)

2. Introduction to Marketing II

- Principles of consumer behavior
- Characteristics of consumers
- Buying process
- Types of purchasing decisions
- What is e-marketing? (main features, benefits, classification)
- SWOT analysis

3. Social Media

- Introduction to social media
- Advertising
- Terminology
- Google (ways of advertising on Google)

4. Google Ads

- Step by step guidance
- Use
- Tips

5. Blogs & Twitter

- Introduction to microblogging
- Step by step guidance
- Use
- Tips

6. Facebook

- Create a Fan Page
- How to use it
- Tips

7. YouTube

- Step by step guidance
- Use
- Tips

8. Affiliate, Mobile and e-mail Marketing

- Introduction to affiliate marketing
- Introduction to mobile marketing
- Introduction to e-mail marketing
- Advantages and Disadvantages of e-mail marketing

9. Social media Plan

- How to create a social media plan

10. Basics on Communication

- Aims of communication
- Frames of communication
- Phases and Obstacles
- How to overcome problems
- Non-verbal communication elements

11. Team spirit & communicational skills

- Group dynamics and characteristics
- Phases of a team's evolution and factors that affect it
- Roles in a group
- Developing team spirit
- Communication (Verbal - Non-verbal)
- E.Q. & Leadership skills
- Conflict at work (causes - tolerance- management)

12. Business communication

- Internal / External
- Official and Unofficial communication channels
- Crisis communication

13. The power of Behavior

- Characteristics of professional behavior
- Reach conclusions

14. Writing and Phone communication

- Tips
- Guidance
- Effectiveness

15. Oral presentations

- Tips
- Guidance

