

**DETAILED SYLLABUS FOR THE POST OF MARKETING
MANAGER-COIRFED/
SENIOR MANAGER(MARKETING)-KCMMF LTD
CATEGORY NO.428/2024/460/2024**

Module 1: Marketing Orientation

(Marks 8)

Rationale for markets, Holistic Marketing, the old and new 4 Ps, Needs, wants and Demand, Value offering, Value chain, Customer-centric marketing.

Industry Application:

- Global and Indian OCIR/coir industry overview.
- Major end-uses: mats, geo-textiles, brushes, grow-bags
- Value chain and Key stakeholders: coconut farmers, processors, exporters, end-users

Module 2: Consumer Insights

(Marks 10)

Consumer Analysis: Need and want analysis, Analysing of Customer/Consumer Markets – Factors influencing consumer behaviour – The buying decision process, Analysing Business Markets – Participants in the business buying process – The purchasing process – Stages in the buying process, Managing business-to-business, and customer relationships.

Industry Application:

- Profiling of customers in various OCIR markets.
- Developing marketing strategies that enable customer decision-making to be easier.
- Trend analysis: eco-friendly and sustainable product drivers

Module 3: Market Analysis

(Marks 14)

Scanning the Marketing Environment – Macroenvironment & Microenvironment; SWOT, PESTEL, BCG Matrix, Conceptual Mapping and Porter's Five Forces for the sector-Competitive Dynamics, and Forecasting Demand.

Identifying Market Segments and Targets – levels and bases of market segmentation – Market Targeting; Crafting Brand Positioning – Positioning Strategies – Differentiation Strategies. Quantitative and qualitative market research techniques.

Industry Application:

- Formulate positioning strategies.
- Survey design for various stakeholders.
- Competitive benchmarking

Module 4: Product & Brand Management

(Marks 12)

Topics:

Designing Value – Setting Product Strategy: Classification of Products, Product Assortment and Product Line Decisions, Branding Strategies, Packaging, and Labelling.

Product Planning – New Product Development and Product Life Cycle –Stages and marketing strategies.

Industry Application:

- Brand value proposition: eco-credentials, biodegradability, performance
- Packaging and labelling regulations for domestic and export markets
- New product development: Coir composites and blended innovations

Module 5: Pricing Strategy & Distribution Channels

(Marks 12)

Topics:

Pricing the Value – Setting the Price, Developing Pricing Objectives, Strategies and Programs, Price Adjustments-Adapting the Price, Initiating and Responding to Price Changes, Pricing and the Law.

Sales: Process, closing of sale, overcoming sales resistance.

Designing and Managing Integrated Marketing Channels – Planning the channel of distribution, Intermediaries Functions, and Vertical Marketing Systems.

Industry Application:

- Cost breakdown: raw material, processing, logistics, margins
- Distribution routes: direct sales, dealers, B2B distributors, e-markets
- Channel conflict and partner management

Module 6: Integrated Promotion & Communication

(Marks 14)

Communicating Value – Designing and Managing Integrated Marketing Communications- Role of Marketing communication, Developing Effective Communication, Deciding on the communication mix – Advertising, PR, Events, Exhibitions, Guerrilla Marketing, Social marketing, Personal selling, etc.

Industry Application:

- Advertising: ATL media like trade magazines, agricultural journals, regional TV/radio
- Public relations and participation in expos (e.g., IHGF, Agri-tech)
- Storytelling: farmer livelihoods, sustainable sourcing narratives

Module 7: Digital Marketing & E-Commerce

(Marks 10)

Consumer behaviour in the Digital Age, Content marketing, Search engine optimisation, Google Analytics, Search advertising, Social Media Marketing, Mobile Marketing, Impact of AI, ML and big data. Campaign design, budget and KPIs.

Industry Application:

- Website UX/UI fundamentals for industrial and retail buyers
- SEO, SEM, LinkedIn and Facebook advertising for niche markets
- Online marketplaces: like IndiaMART, Alibaba, Amazon Business

Module 8: Global Marketing

(Marks 10)

Global market entry decision: Evaluating potential markets, developing markets, Mode of market entry, Global branding, global product strategies, Country-of-origin effect, and building country image.

Industry Application:

- EXIM policy, HS codes specific to coir products
- Quality and certification: ISO, Organic, Fair Trade
- Participating in trade missions and B2B platforms

Module 9: Strategic Planning, Financial Management, and Control (Marks 10)

Developing Marketing Strategies and Plans – Corporate and Division Strategic Planning, Business Unit Strategic Planning, Marketing Control, Annual-Plan Control, Profitability Control, Efficiency control and Strategic Control, The Marketing Audit.

Industry Application:

- Budgeting, forecasting, and KPI selection
- Break-even analysis and profit-margin optimisation

NOTE: - It may be noted that apart from the topics detailed above, questions from other topics prescribed for the educational qualification of the post may also appear in the question paper. There is no undertaking that all the topics above may be covered in the question paper.
