Vskills CERTIFIED

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Certified Marketing and Sales Analytics Professional

Vskills Certifications

Skills for a secure future

Certified Marketing and Sales Analytics Professional

Analytics, a business process includes data collection, processing, analysis and interpretation for better decision making and gaining insights.

Globalization and increased competition across the world, has made optimizing business processes and informed business decisions making, more relevant. Analytics is the tool to effectively compete as it provides, insights and informed decision making.

Marketing analytics is differentiating factor for effectiveness of marketing processes and factors affecting it.

Sales analytics helps in understanding effectiveness of sales processes and factors affecting it's performance.

The course covers
- Basics of Analytics and statistics
- Using MS-Excel for analytics
- Marketing Management
- Marketing Research
- Promotion Analytics
- Customer Analytics
- Digital Marketing Analytics
- Sales Management
- Customer Loyalty
- Sales Forecasting

Why should one take this certification?
This Course is intended for marketing professionals, managers, consultants and graduates wanting to excel in marketing analytics. It is also well suited for those who are already working and would like to take certification for further career progression.

Earning Vskills Certified Marketing and Sales Analytics Professional Certification can help candidate differentiate in today's competitive job market, broaden their employment opportunities by displaying their advanced skills, and result in higher earning potential.

Who will benefit from taking this certification?

Job seekers looking to find employment in marketing, sales, customer engagement or marketing research compliance departments of various companies, students generally wanting to improve their skill set and make their CV stronger and existing employees looking for a better role can prove their employers the value of their skills through this certification.

Test Details

- **Duration:** 60 minutes
- **No. of questions:** 50
- **Maximum marks:** 50, Passing marks: 25 (50%)

There is no negative marking in this module.

Fee Structure

Rs. 3,499/- **(Excludes taxes)** *

*Fees may change without prior notice, please refer http://www.vskills.in for updated fees

Companies that hire Vskills Marketing and Sales Analytics Professional

Marketing and Sales Analytics Professionals are in great demand. Companies specializing marketing, sales, brand management and consultancy, are constantly hiring skilled Vskills Certified Marketing and Sales Analytics Professional. Various public and private companies also need Marketing and Sales Analytics Professional for their requirement for marketing optimization and analysis.

Table of Contents

7. Marketing Research Process

7.1 The Research Process
7.2 Formulating the Research Problem
7.3 Choice of Research Design
7.4 Determining Sampling Design and Sampling Size
7.5 Preparing the Research Report
7.6 Evaluation and Control of Marketing Research

8. Sampling and Hypothesis

8.1 Statistics Basics
8.2 Data Basics
8.3 Measurement Systems
8.4 Some Basic Terms
8.5 Types of Sample Designs
8.6 Bases of stratification
8.7 Characteristics of a Good Sample Design
8.8 Determining the Sample Size

9. Data Processing and Analysis

9.1 Data Preparation
9.2 Data Validation
9.3 Data Editing
9.4 Coding
9.5 Tabulation
9.6 Data-Processing Methods

10. Forecasting Methods

10.1 Forecasting Basics
10.2 Moving average and Exponential methods
10.3 Decomposition method
10.4 ARIMA Model

11. Environmental Analysis

11.1 PEST
11.2 Anticipating Changes in the Law
11.3 Economic Factors
11.4 International Factors
11.5 Social Factors
11.6 Technological Factors
11.7 Competitive Intelligence

12. Segment-Target-Position

12.1 Segmentation
12.2 Targeting
12.3 Positioning
12.4 Branding

13. Marketing Strategies
13.1 Strategic Intent
13.2 Ansoff's Product/Market Matrix
13.3 The Boston Matrix
13.4 Bowman's Strategy Clock
13.5 Generic Strategies – Michael Porter ()
13.6 The danger of Being 'Stuck in the Middle'
13.7 Marketing Control
13.8 Internal Marketing
13.9 The Balanced Scorecard
13.10 Gap Analysis
13.11 KPI

14. Test Marketing
14.1 Test Marketing
14.2 Other Forms of Experimentation
14.3 Innovation

15. Pricing Policy
15.1 Pricing Decisions
15.2 Pricing Approaches
15.3 Pricing and Market Share
15.4 Pricing Strategies
15.5 Price Adjustment Strategies

16. Digital Marketing
16.1 Introduction
16.2 E-Commerce
16.3 Search Engine Optimization
16.4 Social Media
16.5 Behavioral Targeting
16.6 Email Marketing
16.7 Customer Relationship Management

17. Sales Management
17.1 Objectives of Sales Management
17.2 Sales Executives as Coordinator
17.3 Coordinating with Advertising
17.4 Co-ordination with Production
17.5 Co-ordination with Human Resource
17.6 The Four Sales Channels
17.7 Sales Management in the 21st Century
17.8 A Five-Step Remedy
17.9 "Top Gun" Sales Managers

18. Theories of Selling
18.1 "Right Set of Circumstances" Theory Of Selling
18.2 "Buying Formula" Theory of Selling
18.3 "Behavioral Equation" Theory

19. Prospecting, Objection Handling and Closing
19.1 Prospecting
19.2 Formulating Prospect Definitions
19.3 Searching out Potential Accounts
19.4 Sales Resistance
19.5 Closing Sales

20. Sales Forecasting
20.1 Market Potential
20.2 Analyzing Market Potential
20.3 Market Indexes
20.4 Sales Potential
20.5 Sales Forecasting Methods
20.6 Qualitative Forecasting Methods
20.7 Poll of Sales Force Opinion
20.8 Survey of Customers' Buying Plans
20.9 Projection of Past Sales
20.10 Moving Average Method
20.11 Regression Analysis
20.12 Econometric Model Building and Simulation

21. Advanced Sales Analytics
21.1 Campaign Effectiveness Analysis
21.2 Dealer wise and Region wise Analysis
21.3 Customer Analytics (Acquisition, NPS, Lifetime Value, etc)
21.4 Customer Engagement
21.5 Promotion Analytics
21.6 Sentimental analysis

22. Advanced Marketing Analytics
22.1 Marketing Success Metrics
22.2 Price Analytics
22.3 Market Mix Modeling
22.4 Digital Marketing Analytics (Web, social media, digital ad)
22.5 Customer Engagement

Sample Questions

1. Which term refers to a variable with a limited number of values (e.g., gender (male/female)?

A. Discrete Variable
B. Continuous Variable
C. Independent Variable
D. Dependent Variable

2. Which sampling method has the population is divided into mutually exclusive divisions?

A. Random
B. Stratified Random
C. Estimation of the Universe Mean
D. None of these

3. Which forecasting technique is subjective, based on the opinion and judgment of consumers

A. Qualitative
B. Quantitative
C. Reciprocative
D. Feedback

4. Which segment has buyers divided into different groups on the basis of lifestyle or personality or values

A. Geographic
B. Demographic
C. Psychographics
D. Behavioral

5. Customers buy from stores and firms that offer the highest _____.

A. company image
B. level of customer satisfaction
C. value for the money
D. customer perceived value

Answers: 1 (A), 2 (B), 3 (A), 4 (C), 5 (D)

Certifications

Accounting, Banking and Finance
– Certified AML-KYC Compliance Officer
– Certified Business Accountant
– Certified Commercial Banker
– Certified Foreign Exchange Professional
– Certified GAAP Accounting Standards Professional
– Certified Financial Risk Management Professional
– Certified Merger and Acquisition Analyst
– Certified Tally 9.0 Professional
– Certified Treasury Market Professional
– Certified Wealth Manager

Big Data
– Certified Hadoop and Mapreduce Professional

Cloud Computing
– Certified Cloud Computing Professional

Design
– Certified Interior Designer

Digital Media
– Certified Social Media Marketing Professional
– Certified Inbound Marketing Professional
– Certified Digital Marketing Master

Foreign Trade
– Certified Export Import (Foreign Trade) Professional

Health, Nutrition and Well Being
– Certified Fitness Instructor

Hospitality
– Certified Restaurant Team Member (Hospitality)

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– Certified HR Compensation Manager
– Certified HR Staffing Manager
– Certified Human Resources Manager
– Certified Performance Appraisal Manager

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– Certified Data Entry Operator
– Certified Office Administrator

Project Management
– Certified Project Management Professional

Real Estate
– Certified Real Estate Consultant

Marketing
– Certified Marketing Manager

Quality
– Certified Six Sigma Green Belt Professional
– Certified Six Sigma Black Belt Professional
– Certified TQM Professional

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– Certified International Logistics Professional
– Certified Logistics & SCM Professional
– Certified Purchase Manager
– Certified Supply Chain Management Professional

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– Certified Labour Law Analyst
– Certified Business Law Analyst
– Certified Corporate Law Analyst

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– Certified ASP.NET Programmer
– Certified Basic Network Support Professional
– Certified Business Intelligence Professional
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– Certified E-commerce Professional
– Certified IT Support Professional
– Certified PHP Professional
– Certified Selenium Professional
– Certified SEO Professional
– Certified Software Quality Assurance Professional

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– Certified iPhone Apps Developer

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– Certified Ethical Hacking and Security Professional
– Certified Network Security Professional

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– Certified Corporate Social Responsibility Professional

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– Certified Public Relations Officer

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– Certified Advertising Sales Professional

Sales, BPO
– Certified Sales Manager
– Certified Telesales Executive

& many more job related certifications

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