



Industry Collaborator

CAREER PROGRAMMES

MARKETING MANAGEMENT

INTERNATIONAL
DIPLOMA
(GRADE 11)

INTERNATIONAL
ADVANCED DIPLOMA
(GRADE 12)

WHERE PASSION
MEETS PROFESSION



CAREER PROGRAMMES
**MARKETING
MANAGEMENT**

WHERE PASSION MEETS PROFESSION

www.wacpinternational.org





About WACP

World Academy of Career Programmes (WACP) is an educational research organization that offer K12 based career related courses in multiple academic streams related to new age careers. Our association with prominent schools and higher educational institutions & universities provide students with a structured pathway to specialized qualifications in these streams.

WACP commands a robust network within the industry and thereby offers unmatched practical training, internships and placements. We are passionate about offering the right blend of practical knowledge and experience, creating a truly futuristic curriculum aimed at producing highly skilled individuals and a launch pad for entrepreneurs. Our core team of progressive leaders along with our experienced faculty and competent operations, lead us towards growth and excellence.



About FV

Industry Collaborator

Future Varsity is an institute dedicated to developing highly trained professionals in the field of marketing management. With the focused aim of creating professionally, academically and ethically sound managers and executives, Future Varsity contributes to this burgeoning space in the world.

Future Varsity recognized the need for accelerating formalised education through collaborations with recognised University, colleges & institutions. Formal education in Marketing Management equips candidates with knowledge & skills that help in running a business and dealing with challenges. Identifying the need for experts in the industry, Future Varsity instils its students with basic and advanced theories and techniques in the discipline of goal setting, strategic planning, marketing, public relations, finance, leadership, decision making, analytics, law etc. related to the business environment.



CAREER PROGRAMMES

MARKETING MANAGEMENT

The place to be!!

INDUSTRY



Marketing is one of the most significant activities in an enterprise. It is important not just as a commercial activity in organizations; marketing has positive implications that extend beyond profit making for the enterprise. Marketing studies continuously consumer demand which is varied and dynamic. It is the vital connecting link between producers and consumers. In many ways it is responsible to keep the wheels of production and consumption constantly moving or running at their optimum speed.



EVOLVING INDUSTRY



Marketing is a primary means for making an economy more dynamic, for causing growth. It can, thus be a cause and catalyst as well as consequence of economic development. The ever-growing need to connect with consumers has created a surge for professionals who excel in marketing and research.

RISING DEMAND FOR PROFESSIONALS



The industry is always in need of smart and intellectual professionals who can add value to the vibrant marketing industry. One is witnessing marketing innovations which are backed by evolution in the way we understand the relationship between the consumers and products. This is one of the most lucrative roles and sky is the limit for those who have a flair for it.



DIVERSE CAREER OPTIONS

The industry offers opportunities to students of all personalities, leadership skills and domain specializations. Students may pursue lucrative positions in areas of product marketing, market research, brand management, public relations, service, advertising, media and digital marketing etc.



IDEAL FOR GO-GETTERS

Out-of-the-box thinking, analytical & computational abilities, and a creative spark are the three things that makes good marketing professional and if these three qualities fit your profile, you're on the right path!

CAREER PROGRAMMES

MARKETING MANAGEMENT



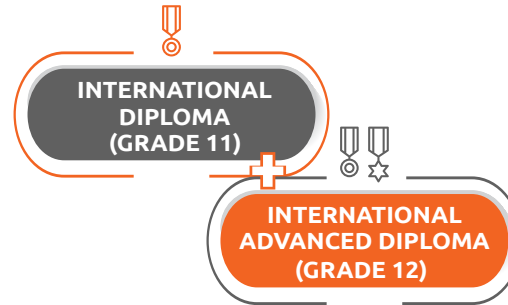
The Diploma in Marketing Management prepares you for opportunities and rewarding careers in the field of Management, Marketing and Business. The Marketing Field provides individuals with Sales, Advertising and Brand Management skills that boosts one's growth and the demand in the exponential employment world.

This Diploma provides you the skills required in Marketing Management and also equips you with the soft skills required to become successful experts in the field. The course is designed by industry and academic experts and caters to the latest requirements of the industry and society. Strong theory foundation combined with latest case studies, hands-on projects, simulations and experiments gives you the skills needed for being more competitive and innovative.



CAREER PROGRAMMES

MARKETING MANAGEMENT



COURSE STRUCTURE

DP Subjects

Recommended DP subjects which compliment the CRS Programme

- BUSINESS MANAGEMENT
- ECONOMICS

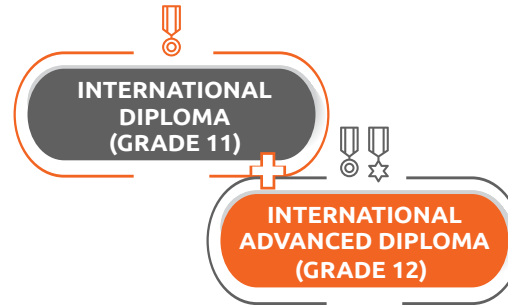
Core Subjects

- PERSONAL AND PROFESSIONAL SKILLS
- SERVICE LEARNING
- REFLECTIVE PROJECT
- LANGUAGE DEVELOPMENT



CAREER PROGRAMMES

MARKETING MANAGEMENT



CAREER RELATED STUDY (720 Guided Learning Hours)

Introduction to Finance & Cost Accounting

Accounting for Managerial Decision

Sales Management

Consumer Behaviour

Advertising Management

Marketing Research

Service Marketing and CRM

E-Commerce

Product and Brand Management

Marketing of Nonprofit Organization

Principles of Management

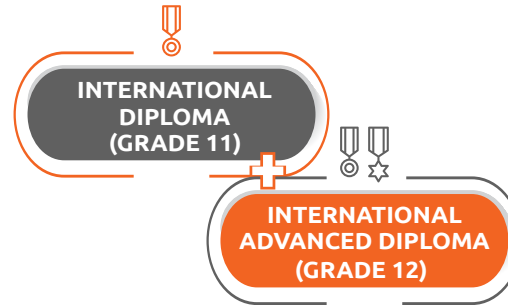
Principles of Marketing

Research Methods

Digital Marketing

CAREER PROGRAMMES

MARKETING MANAGEMENT



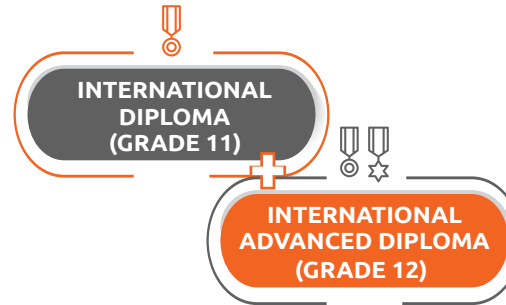
TEACHING AND STRUCTURE

At WACP, we are committed to the holistic development of our students to ensure superior outcomes and strong employability prospects. Teaching methodology comprises of classroom sessions, master classes, case studies, practical training, group work and discussions. The approach is to have the right balance of theory, practice and experience. The "Real World Relevance" is vital throughout the programme.



CAREER PROGRAMMES

MARKETING MANAGEMENT



CLASSROOM SESSIONS

REGULAR LECTURES



WACP will provide comprehensive CRS Training to the school faculty



WORKSHOPS

To keep our students updated with the current affairs in the world of marketing, we frequently organize uniquely designed workshops that focus on industry-oriented themes shortlisted by our team of experts.

ASSIGNMENT & PROJECTS



Assignment and projects are a part of our curricula. These provide our students ample opportunities to meet, interact and build relations with popular and experienced individuals in the Industry, under the able guidance of our dedicated faculty.



SIMULATED EVENTS

We have developed an exceptional methodology that helps replicate the process of marketing in real-time. Students are trained to present their ideas and discuss product and market place challenges in the classroom. This exercise gives them an opportunity to experience the rigors of conceptualizing and managing multifarious marketing projects.

MASTER CLASSES



Master Classes intend to keep students abreast to the latest trends in the field of marketing and global think tanks. Guest speakers from various industries share their knowledge and help students gain insights about the industry, governance and managing the dynamics of marketing products and services.

CASE STUDIES



Our curriculum includes the use of case studies in order to highlight various practical and situational issues. The brainstorming and discussions help streamline our student's thought processes and sharpen technical abilities by exploring, identifying and solving issues.

CAREER PROGRAMMES

MARKETING MANAGEMENT



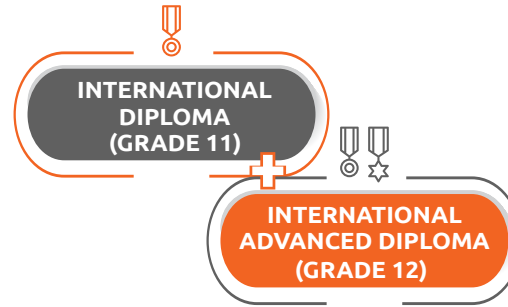
ASSESSMENT

- WACP CRS has ongoing, continuous assessment, and students will receive Certification only after successful completion of the assignments & assessments.
- In line with WACP Commitment to practice-based education, a large part of the assessment will relate to the demonstration of the student's ability to synthesize classroom learning with real life scenarios of managing and running business.
- Students will encounter many different kinds of assessment methods, for example: written exams, written assignments, portfolios, project work, reports, individual or group oral presentations and practical skills assessment.
- The CRS will be assessed summatively, end of year assessments will take place in Year 1 & Year 2. It will be externally moderated by WACP.



CAREER PROGRAMMES

MARKETING MANAGEMENT



INNOVATIVE & INTERACTIVE LEARNING TECHNOLOGY



BYOD PROGRAM

The Bring Your Own Device (BYOD) Program enhances the students' learning experience through the use of online and mobile technologies within and outside the classroom, allowing them to work on course materials, participated in a collaborative learning environment, thus making them tech-savvy.



YOUTUBE BROADCASTING

We broadcast our students' presentations and creations on YouTube; providing them with an opportunity to share their ideas and creations with the world.

PREZI PRESENTATION



This is an inventive and refreshingly unique presentation tool that allows students to express their ideas skilfully and explore their creativity

EDUCATIONAL NEWSLETTERS



Our Educational Newsletters feature our institutes' highlights and students' achievements, and also report latest industry trends, growth and major event.

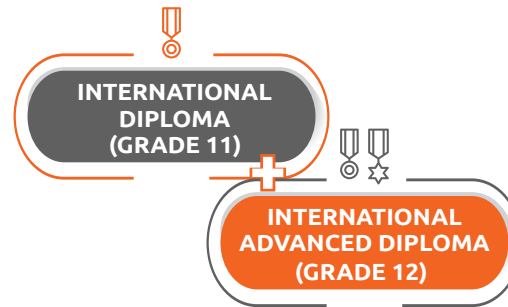


COMMUNICATION AND COLLABORATION

We provide education on Google Apps. Our students learn to use portals like Webmail Services, Shared Calendars, Hangout and the Drive. G Suite allows our faculty to collaborate with students, give them instant feedback, track individual progress and help students streamline their writing and research.

CAREER PROGRAMMES

MARKETING MANAGEMENT



HIGHER EDUCATION

PATHWAY

WACP counsels its students and assists them in planning their higher education journey by linking them with prominent universities worldwide. Upon completion of the IBCP programme with CRS in International Diploma and International Advanced Diploma students can opt for their choice of Undergraduate and Master's degree programmes in MARKETING & COMMUNICATIONS

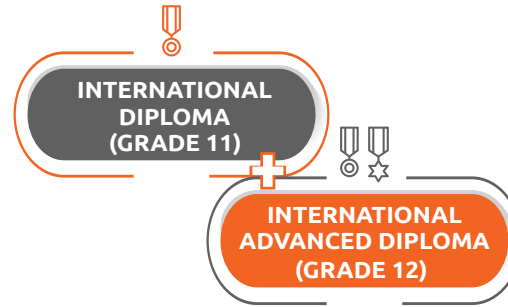
Students can explore higher studies and specializations. They can aspire to work in a variety of fields, in different capacities. Here is a list of some opportunities:

- **Chief Marketing Officer (CMO)**
- **Marketing Director**
- **Marketing Manager**
- **Brand Manager**
- **Brand Strategist**
- **Product Manager**
- **Social Media Manager**
- **Digital Marketing Specialist**
- **Market Research Analyst**
- **Media Director**
- **Marketing communications Manager**



CAREER PROGRAMMES

MARKETING MANAGEMENT



CERTIFICATION

The WACP - CRS Certifications are coveted qualifications which recognize outstanding students by substantiating their conduct and professionalism to prospective employers. Academic excellence, dedication, project work, ingenuity and originality of ideas, communication skills coupled with a certain degree of confidence and flair are a few of the requisite attributes necessary to be awarded the WACP-CRS Certifications. It boosts one's academic and resume credentials and gives an added advantage over other candidates in the world.

WACP offers higher education career counselling to IBCP students so that they can make informed career choices. In some countries due to regulations and requirements of institutions we may offer "Certificate" qualifications instead of "Diploma" qualifications.



CAREER PROGRAMMES
**MARKETING
MANAGEMENT**

WHERE PASSION MEETS PROFESSION

www.wacpinternational.org / info@wacpinternational.org





www.wacpinternational.org
info@wacpinternational.org

CAREER PROGRAMMES MARKETING MANAGEMENT



WHERE PASSION
MEETS PROFESSION