

# **Course: Soft Skills For Business Negotiations And Marketing Strategies**

**Course Code:** noc20-mg39

**Session:** 2020-21

**Duration:** 12 Weeks

**Assessment procedures:** Weekly Assignment (25%) + proctored certification Exam (75%)

## **Curriculum of the Course:**

**Week 1:** Soft Skills and Hard Skills

**Week 2:** Non-verbal communications

**Week 3:** Negotiations

**Week 4:** Professional Negotiations

**Week 5:** Business Negotiation

**Week 6:** Product Marketing Negotiation

**Week 7:** Negotiation for Services

**Week 8:** Marketing Strategy

**Week 9:** Power Marketing

**Week 10:** Power Marketing Strategies

**Week 11:** Power Marketing Presentations

**Week 12:** Time Management in Marketing

## **List of students enrolled**

S. No.	Name of Student
1	Akshat Gadodia
2	Ankit Mina
3	Ankit Yadav
4	Bahadur Choudhary
5	Joginder Singh
6	Kanika Singhal
7	Kartik Saini
8	Khushboo Rathore
9	Kshitij Khandelwal
10	Kshitij Kumawat
11	Neha Kumawat
12	Nishant Kumar
13	Sarthak Agarwal
14	Sourav Soni