

MARKETING MANAGEMENT DIPLOMA



Program Overview

One of the most vital functions that a corporate needs to manage effectively is its ability to reach its target segment by keeping abreast of their different needs in order to identify those needs and provide suitable solutions for them.

In doing so, a firm should formulate effective marketing strategies in order to segment the market and make the required positioning to reach its selected segments. Putting the customers' needs in the center of the firm's marketing activities allow other functions to evolve around those needs and transform the whole organization into a customer-centric firm.

When this concept is managed well, it gives the opportunity to the organization to excel ahead of its rivals in the market. Marketing function has to work along with the sales function which is the key sensor of the organization's performance of the marketing. Yet, it can also be considered as a major part that can cause destructive consequences if deficiently managed.

Brilliance Business School Marketing Management and Strategy diploma provides marketing professionals with a solid foundation on the various marketing strategy, functions and activities. It also focuses on the challenges faced by the marketing professionals in a complex arena. It closely examines the special concerns of professionals who manage marketing tasks and tracks the entire marketing process from planning to execution.

Program Objectives

- Learn how marketing strategy stems from overall strategic management
- Manage marketing function and marketing activities effectively
- Integrate marketing activities to reach, achieve and set objectives
- Learn tools and techniques of marketing management
- Identify consumer behavior and buying habits to meet and exceed them

Program Content

No.	Modules	Duration
One	Marketing Management and Strategy	24 Hours
Two	Integrated Marketing Communication (IMC)	24 Hours
Three	Consumer Behavior	24 Hours
Four	Advanced Marketing and Research	24 Hours
Five	Customer Relationship Management (CRM)	8 Hours
Total		104 Hours



DIPLOMA OUTLINE

Module I: Marketing Management and Strategy (3 Credits)

This course examines the concepts, strategies and applications involved with marketing. The course addresses the problem of designing and implementing the most effective mix of marketing variables to carry out the firm's objectives in its target markets. Marketing Management aims to develop the participant's skills in applying analytical methods, decision tools and marketing concepts. Course covers the essentials of marketing and how the concept of marketing is interrelated to a company's entire strategy.

Module II: Integrated Marketing Communication (IMC) (3 Credits)

This course provides an opportunity for participants to gain an understanding of various facets of advertising and promotion management. Participants examine the use of all available promotional vehicles to communicate to potential customers the messages that support the objectives of the marketing plan.

The course examines the role of communication, message design and economic and financial factors in the development of a sales promotion campaign. The course provides an in-depth understanding and analysis of promotional strategies and tactics necessary in the management of marketing communications.

Module III: Consumer Behavior (3 Credits)

This course uses the consumer decision model as a framework of analysis of why and how goods and services are bought and consumed.

This course also explores the impact of consumer behavior and attitudes on the firm's marketing strategies. The marketing function can align their marketing activities and efforts to reach the consumer effectively and efficiently to satisfy the customer exact needs and maximize organizations' returns

Module IV: Marketing Research (3 Credits)

This course provides the participant with a systematic and objective approach to the search for and analysis of information relevant to the identification and solution of marketing problems. The research approaches balance between the primary and secondary data to maximize the usage of information to the best possible ways.

The course examines the concepts of effective marketing research starts with the segmentation and targeting the appropriate segment. It focuses on how to effectively gather the primary and secondary data to the most efficient way. It extends to shed the light on how to analyze and mining the date in order to reach conclusions.

Module V: Customer Relationship Management –CRM (1 Credits)

This course covers the tools of managing the organization's prospects and clients according to a certain criteria to the organization to determine the effective ways to reach targeted segments. This course is intended to expose participants to the process of building profitable customer relationships through an integrative customer-value/customer-equity framework of marketing.

Participants' Profile

- Marketers who manage marketing at an operational level with eyesight on strategic marketing issues.
- A marketing executive who wants to strengthen marketing knowledge/ skills
- A manager who is involved in marketing activities inside his company
- An entrepreneur who wants to acquire marketing and sales skills and techniques

Instructor's Profile

The diploma is led by a group of instructors who are known for their significant teaching experience which is centered on marketing, in addition to their professional background in the field that with case studies and discussions to enhance the marketing experience



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