

DIPLOMA | INDUSTRIAL MARKETING & SALES

By London City University

Course Overview

This course enables you to become skilled at most up-to-date professional and methodical modern knowledge in the field of B2B Marketing and Sales Management together with global standards which lead you to get progress in career. It aims at improving the managerial competency and gets ready the students for Industrial Marketing and Sales of goods and services from one business to another. In the current economic scenario, understanding buying behavior and B2B market is a must for a business. The participants can understand the industrial sales and marketing to explore new career and growth opportunities.

Course Outline

- ❖ Introduction to Industrial Marketing and Sales
- ❖ Product innovation strategies
- ❖ Research in Industrial Marketing
- ❖ Buying behavior and purchasing management in Industrial Marketing
- ❖ Understanding market for new products
- ❖ Public relations in Industrial Marketing
- ❖ Bid proposals
- ❖ Industrial Distribution
- ❖ Sales force management
- ❖ How to win tenders

Course duration	3 Months OR as per your requirement Flexible and dependent on your time frame and need
Entry Requirements	A Success Oriented Personality
Certification	London City University, will award an approved diploma at the end of course training. You will get 100% guaranteed certificate.
Mode of application	Fill an application form, send copies of your national ID card or passport as well as educational documents and forward to info@cvwarehouse.ae and get 50% discount on all courses offered by London City University
Course Assessment	London City University will give you an assessment on a monthly basis. This makes a total of three assignments, all scenario case study based activities. Students are expected to solve them and turn them in online via email. Each assignment carries a 20 percent score. The final online exam carries a 40 percent score, to make a total of One Hundred Percent.