

DIPLOMA | ADVERTISEMENT & SALES

By London City University

Course Overview

Advertising and Sales Promotion Principles are associated with marketing and business administration practices in the enterprise. In this course, you will participate in detailed study of the ideology of advertising and sales promotion. You will explore the roles of advertising and sales professionals in terms of strategies, policy, implementation, and results. You will learn marketing communications theory and marketing communications regulations (advertising, direct marketing, interactive advertising, public relations, sales and personal selling). This course will take you to next level of your career.

Course Outline

- ❖ Incorporated advertising Communication
- ❖ The significance of Ad Agencies and Marketing Communication
- ❖ Evaluating the Communication procedure
- ❖ resources, communication, and channel aspects
- ❖ Deciding Objectives and resources for the adverting campaign
- ❖ Creative tactic: Scheduling and Development
- ❖ Execution and valuation
- ❖ Media Planning and policy
- ❖ Estimation of Broadcast Media
- ❖ Valuation of Print Media
- ❖ Direct Marketing
- ❖ Digital Media marketing
- ❖ Public Relations

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.