

DIPLOMA | MARKETING MANAGEMENT

By London City University

Course Overview

Diploma in Marketing Management offered by the **London City University**, equips you with the required ability to identify target markets. It makes you an expert at creating, delivering and communicating professional customer values. These techniques are crucial to securing much needed customer development skills after an initial process through which they have been received and retained. Marketing management diploma provides you with the mastery skills needed for gaining marketing as well as sales target, while succeeding at achieving ultimate organizational goals. With this diploma, you are empowered with a deep understanding, both of marketing processes and principles. Whether you are a thoroughbred professional, a regular employee or student, you are guaranteed a significant career improvement, culminating eventually in financial and business growth.

Course Outline

- ❖ Overview of Marketing Management
- ❖ Client Satisfaction & Strategic Planning
- ❖ Market Research and Market Environment
- ❖ Consumer Behavior and Business Buying Behavior
- ❖ Segmentation, Targeting & Positioning
- ❖ Products, Brands & Services
- ❖ Pricing
- ❖ Marketing Channels, Retailing and Wholesaling
- ❖ IMC and Advertising, Sales Promotion and PR
- ❖ Direct Marketing & Online Marketing

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. Flexibility in training ensures 98% success in students' first attempt performances.
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.