MARKETING AND DIGITAL MARKETING

OBJECTIVES OF THE PROGRAMME

The primary objective of this short learning programme is to learn how to analyse the marketing environment, to formulate marketing objectives and plans in order to sustain a competitive advantage in satisfying the targeted customers. Without any knowledge of what marketing management is, how important it is and how it must be applied in the business, it is unthinkable to assume that any business will be a success. Sound principles of marketing management are aimed at enabling the business to grow and survive.

LEARNING OUTCOMES

By the end of the programme, participants should be able to:

- Distinguish between the different environments and the influences on marketing
- Do an environmental analysis; formulate a competitive advantage for a business
- Do market segmentation and target market identification
- Organize a successful marketing mix plan for the business
- Identify the most effective ways of communication to the target market
- Formulate a marketing action plan

PROGRAMME OUTLINE

- Marketing management and the marketing concept module
- The marketing environment
- Customer behaviour and decision making
- Market segmentation and target marketing
- Product and pricing decisions
- Marketing communication
- Distribution decisions
- Services marketing
- Strategic marketing planning
- Functional/ operational marketing planning
- Customer Relationship Management
- The digital marketing environment
- Consumer behaviour and digital marketing
- Digital marketing and marketing strategy
- Contemporary topics in digital marketing

Who Should Apply?

The short learning programme is aimed at individuals interested in improving their understanding of the project management processes in order to improve their contribution and increase their effectiveness as role players – client, customer or service provider – in any business project.

Duration

6 Weeks

Mode of delivery

Public intakes: Online
In-house intakes: Online, Face-to-Face or Blended Learning

Resources

- All resources and study material will be available on the learner management system upon registration of the programme
- Participants need to have access to a laptop or desktop computer and secure internet connection
- All virtual sessions will be presented on the learner management system, unless otherwise communicated

Endorsement

- After the successful completion of the programme, a participant will receive a certificate issued and endorsed by the UFS
- All short learning programmes can be customised and offered on an in-house basis
- Academic level: 5
- Learning hours: 120

Enquiries

Adéle Kotzé
T: +27 51 401 7303
E: kotzea2@ufs.ac.za

www.ufs.ac.za/execedu