

MARKETING & 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:

- Have a proper understanding of the overall marketing management process and marketing environment
- Develop a market grid and positioning chart for a business
- Analyse the product and service portfolios of a business
- Have a proper understanding of the overall marketing plan
- Formulate a promotional mix
- Understand the workings and importance of Customer Relation Management (CRM) system
- Have a proper understanding of sales and sales management
- Develop an advertisement for a magazine
- Discuss the characteristics of a service and the extended marketing recipe for services

PROGRAMME OUTLINE

- Marketing management and the marketing concept module
- The marketing environment
- Consumer 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 Attend?

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.

Mode of delivery:

Face to face OR Online

Duration: Face to Face



3 Days

Duration: Online



5 Weeks

Accreditation:

- Short learning programmes are accredited with the UFS and recognition to predefined formal programmes is available through Recognition of Prior Learning (RPL).
- All short learning programmes can be customised and offered on an in-house basis.
- NQF level: 5
- Credits: 12

Enquiries:

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