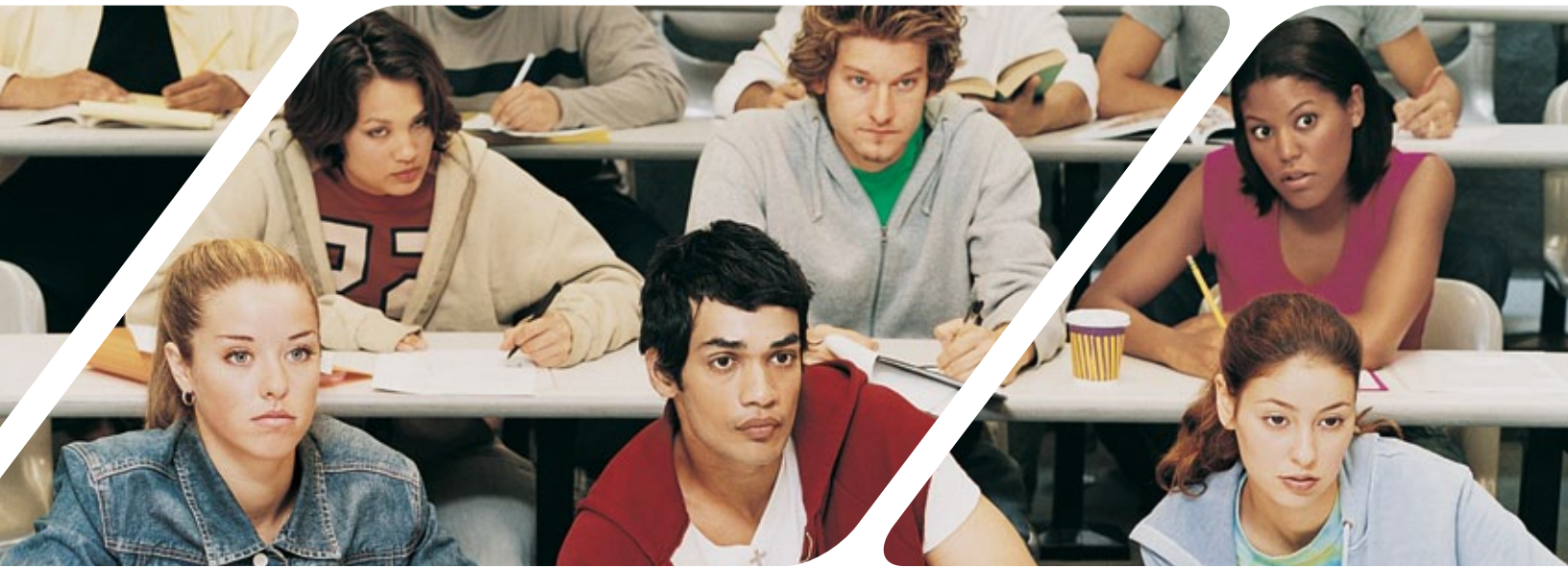




International Certificate in Marketing

Introductory Certificate in Marketing





WHAT WILL YOU LEARN?

Duration: 24 Hours.

The Introductory Certificate in Marketing enables candidates to develop an understanding of the key areas of marketing and the basic techniques used in the marketing of products and services.

Who is it for?

The typical profiles of people who might take this qualification could include:

- Non-marketers wanting to develop a broader knowledge or understanding of marketing or to move into marketing.
- junior marketing
- Individuals in jobs with some marketing involvement
- Event management .
- Customer service assistants/call centre employees.

Prerequisites: **Passing placement test of English**

WHAT WILL YOU LEARN?

SYLLABUS TOPIC

1- Introduction to Marketing

- 1.1 Define the term marketing
- 1.2 Identify the main principles in the marketing concept
- 1.3 Identify and outline the three main areas

2- Customer Behaviour

- 2.1 Explain the difference between a customer and a consumer
- 2.2 Give the meaning of segmentation
- 2.3 Explain the purpose of segmenting a market



-WHAT WILL YOU LEARN?

SYLLABUS TOPIC

3- Marketing Research

- 3.1 Give the meaning of marketing research
- 3.2 Explain the differences between primary and secondary research
- 3.3 Identify six different types of survey
- 3.4 Identify key elements in the design of a questionnaire
- 3.5 Identify sources of secondary data

4- The Marketing Mix

- 4.1 Identify the four Ps

4.2 Product

- 4.2.1 Distinguish between the features and benefits of a Product
- 4.2.2 Identify the four main stages in the Product life cycle

4.3 Price

- 4.3.1 Explain the difference between Price and Cost
- 4.3.2 Calculate Profit Margin from a given formulae
- 4.3.3 Identify three Pricing strategies

4.4 Place

- 4.4.1 Give the meaning of the term channel of distribution
- 4.4.2 Describe the roles of the different members in the channel of distribution
- 4.4.3 Illustrate typical channels of distribution for different industries

4.5 Promotion (Marketing Communications)

- 4.5.1 Identify the main purposes of marketing communications
- 4.5.2 Identify the main components of the marketing promotions mix
- 4.5.3 Identify the features of a good brand and outline the different types of branding
- 4.5.4 State the benefits of advertising
- 4.5.5 Identify the different advertising media
- 4.5.6 Give the meaning of the term public relations
- 4.5.7 Give examples of the techniques used in public relations
- 4.5.8 Give the meaning of term sales promotion
- 4.5.9 Give examples of sales promotions and how and when they are used
- 4.5.10 Explain the term personal selling

INTRODUCTION TO MARKETING

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CUSTOMER BEHAVIOUR

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MARKETING RESEARCH

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THE MARKETING MIX

- 4.1 Identify the four Ps
- 4.2 Product
- 4.3 Price || 4.4 Place
- 4.5 Promotion (Marketing Communications)

ACCREDITATION

The Introductory Certificate in Marketing is accredited by the London Chamber of Commerce and Industry (LCCI) - UK.



HOW WILL YOU BE ASSESSED?

Assessment for the qualification is by paper-based objective testing of knowledge and skills. The test consists 20 of multiple choice questions, each with four responses possible.



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