

Certified Marketing Manager



INTRODUCTION

Certified Marketing Manager is a professional program designed and created by the Institute of Professional Manager (IPM) in collaboration with the Management Development Institute (MDI) – A research and development department of Missouri State University USA.

Marketing is of interest to everyone, whether they are marketing goods, services, properties, persons, places, events, information, ideas, or organizations. The overriding goal of this program is to provide a comprehensive, current and engaging marketing program as possible. This offers an in-depth knowledge in marketing management. Based on the Pearson Education material discipline, its content and organization consistently reflect changes in marketing theory and practice.

Different marketing dimensions are discussed all throughout the program that specifically addresses the tasks that constitute modern marketing management. Its objective is to allow students to:

- Develop marketing strategies and plans
- Capture marketing insights and performance
- Connect effectively with customers
- Build strong brands
- Shape the market offerings
- Deliver and communicate value
- Create successful long-term growth

TARGET AUDIENCE

The course is intended for marketing managers, supervisors and professional who would like to enhance their skills, update the knowledge, information about marketing management.

PROGRAM OUTLINE

Course Contents

- Chapter 1:** Defining Marketing for the 21st Century
- Chapter 2:** Developing Marketing Strategies and Plans
- Chapter 3:** Gathering Information and Forecasting Demand
- Chapter 4:** Conducting Marketing Research
- Chapter 5:** Creating Long-term loyalty relationships
- Chapter 6:** Analyzing Consumer Markets
- Chapter 7:** Analyzing Business Markets
- Chapter 8:** Identifying Market Segments & Targets
- Chapter 9:** Creating Brand Equity
- Chapter 10:** Setting Product Strategy
- Chapter 11:** Designing and Managing Services
- Chapter 12:** Developing Pricing Strategies and Programs
- Chapter 13:** Managing Mass Communications
- Chapter 14:** Managing Personal Communications