

MANAGEMENT/ADMINISTRATION

Marketing & Sales Professional Diploma

Two of the most dynamic and fast moving areas in any organisation are sales and marketing. The marketing side is responsible for creating brand awareness as well as generating a need for products and services and ultimately creating leads for the sales team.

The sales side is responsible for the conversion and closing of the deals which directly drive revenue. This programme will equip you on how to successfully apply academic knowledge and practical know-how by covering vital aspects such as the marketing mix, how to design basic marketing plans and strategies, plotting sales territories and managing your sales teams to drive profits.

Certification Issued By

Leadership & Management Global Organization (LMGO - Switzerland) The Leadership and Management Global Organization (LMGO ®) is a global provider of leadership development and management research and certifications. Ranked among the world's top providers of executive accreditation and standardization, LMGO helps clients leverage leadership and management to drive results that matter.

Membership Benefits

High Authority Council for Arab Managers HACAM believes that this certificate will be a valuable resource for professionals within the Arab world in order to understand how these and other processes for organizational improvement are interrelated. HACAM provides training program in the Middle East and targets Managers of quality-focused organizations/industries, professionals aiming to increase their effectiveness/ productivity and anyone interested in the field of quality.

Who Should Attend?

- ✓ Managers who wish to gain a stronger knowledge of sales and marketing to improve their performance;
- ✓ Sales professionals who want to grow their careers in sales and marketing;
- ✓ Graduates who wish to add a job-related qualification to their CV;
- ✓ Small business owners and entrepreneurs who realise the value of sales and marketing for the success of their business;
- ✓ People currently in this profession who want to formalize their knowledge with a certificate.

Eligibility

You are qualified to take this certification if you have any of the below requirements:

- ✓ Must have at least one year experience in related field
- ✓ Bachelors or Masters Degree

Course Parts

- ✓ Introduction to Marketing
- ✓ The Marketing Mix
- ✓ The Marketing Environment
- ✓ Consumer and Buyer Behaviour
- ✓ Marketing Research
- ✓ Targeting, Segmenting and Positioning
- ✓ Business to Business and Consumer Marketing
- ✓ Product Planning
- ✓ Pricing
- ✓ Pricing and Channel Development
- ✓ Promotion
- ✓ Sales Management
- ✓ Demand Estimation and Forecasting
- ✓ Sales Territories
- ✓ Personal Selling Techniques
- ✓ Gaining Commitment

How To Register?

- ✓ [Register Online](#) or
- ✓ Fill-up the [registration form](#) and visit the Institute, with the following requirements then pay the necessary fees.
 - passport copy
 - 1 copy of passport size photo
 - eligible certificate copy

Contact Us

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