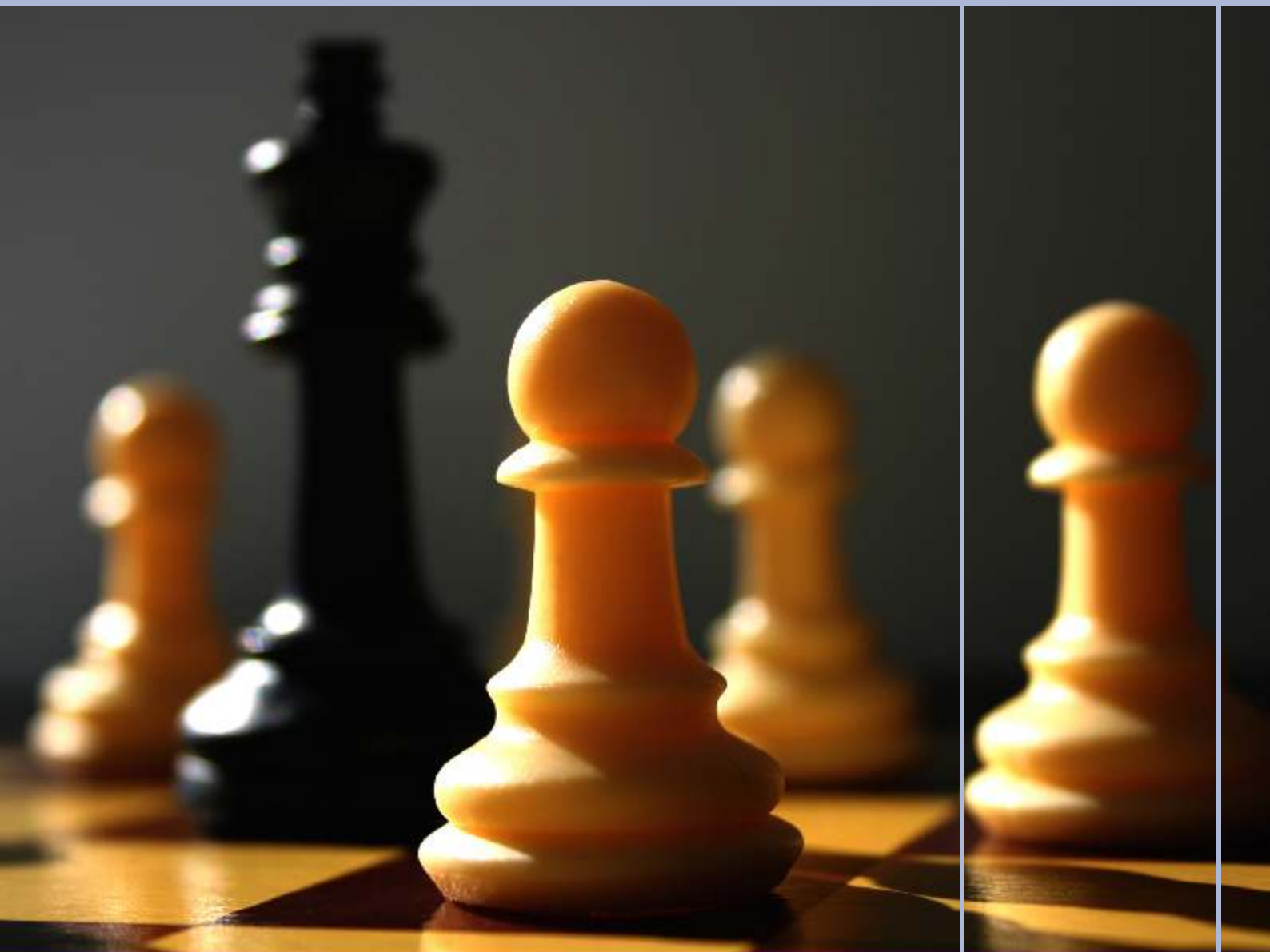


Professional Diploma in Marketing

About 'managing the doing' of marketing for management roles



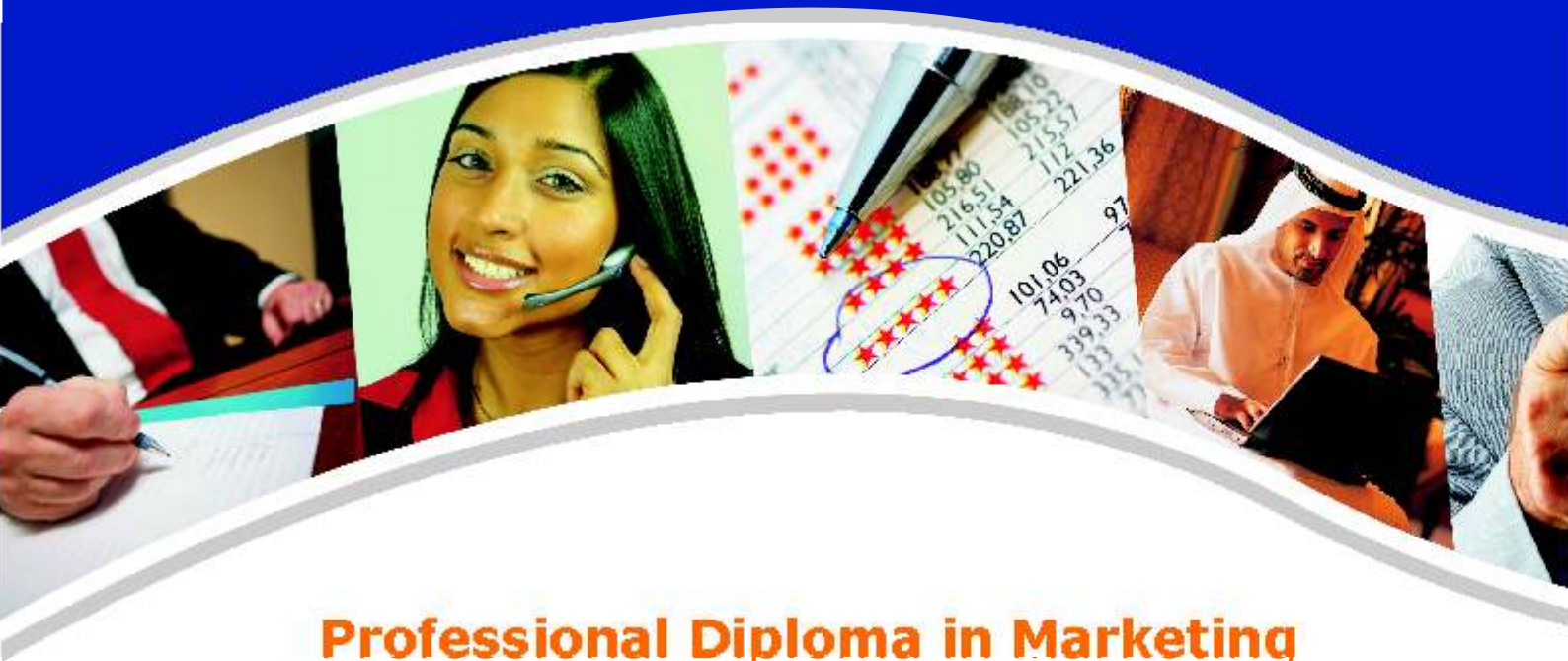
The Chartered
Institute of Marketing

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Professional Diploma in Marketing

This qualification is for individuals looking to build practical skills in operational marketing management and broaden their strategic perspective.



Course Content

- ◆ Identify information and research needs for business and marketing decisions.
- ◆ Manage acquisition of information and the marketing information system.
- ◆ Contribute information and ideas for business and marketing decisions.
- ◆ Create competitive operational marketing plans.
- ◆ Integrate appropriate marketing mix tools and manage them to achieve the effective implementation of plans.
- ◆ Define and use appropriate measures to evaluate the effectiveness of marketing plans and activities.
- ◆ Create an effective communication plan for a specific campaign.
- ◆ Manage marketing communications activities.
- ◆ Develop and manage support to customers and channel members.
- ◆ Plan for and manage a team in undertaking a marketing project or tasks.
- ◆ Project management.
- ◆ Make recommendations for changes and innovations to the marketing process.



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Who is the course for?

- ◆ Marketers responsible for managing the marketing process at an operational level.
- ◆ Those moving into a mid-level marketing position.
- ◆ Delegates looking to build on knowledge gained at Certificate level.
- ◆ Experienced business people who want to gain a better understanding of marketing management.



Entry Requirements

Applicants are assessed on an individual basis; however it is recommended that the individual has at least 3 years marketing experience, one of which should be at management level or alternatively a good first degree.



Duration:

12 Months



Format:

12 days (face to face) – 4 x 3 day modules.
Plus 4 tutorial sessions



Assessed by:

4 written assignments (6000 words)



Syllabus Overview

Module 1.

- ◆ Marketing Research & Information
 - ◆ Customer databases
 - ◆ Research in context
 - ◆ Research methods
 - ◆ Presenting information

Module 2.

- ◆ Marketing Planning
 - ◆ The marketing plan and context
 - ◆ The planning process
 - ◆ Marketing mix
 - ◆ Marketing in different contexts

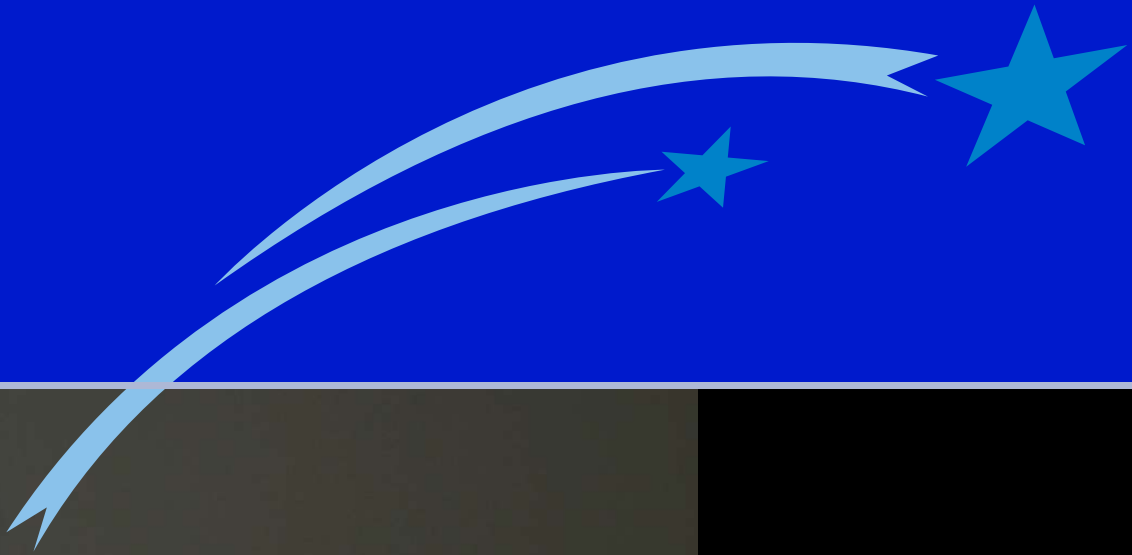
Module 3.

- ◆ Marketing Communications
 - ◆ Customer dynamics
 - ◆ Integrated marcomms
 - ◆ Marketing channels
 - ◆ Relationship management

Module 4.

- ◆ Marketing Management in Practice
 - ◆ The nature of management
 - ◆ Personal effectiveness
 - ◆ Managing marketing people
 - ◆ Managing marketing projects





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Professional Diploma in Marketing

About 'managing the doing' of marketing for management roles

Modules Overview

Time Table

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Modules Overview

Module 1.

Marketing Research and Information

By the end of this subject, delegates should be able to:

- Identify appropriate marketing information and marketing research requirements for business decision-making.
- Plan for and manage the acquisition, storage, retrieval and reporting of information on the organization's market and customers.
- Explain the process involved in purchasing market research and the development of effective client supplier relationships.
- Write a research brief to meet the requirements of an organization to support a specific plan or business decision.
- Develop a research proposal to fulfill a given research brief.
- Evaluate the appropriateness of different qualitative and quantitative research methodologies to meet different research situations.
- Design and plan a research program.
- Design a questionnaire and discussion guide.
- Interpret quantitative and qualitative data and present coherent and appropriate recommendations that lead to effective marketing and business decisions
- Critically evaluate the outcomes and quality of a research project.
- Explain the legal, regulatory, ethical and social responsibilities of organizations involved in gathering, holding and using information.

Module 2.

Marketing Planning

By the end of this subject, delegates should be able to:

- Explain the role of the marketing plan within the context of the organization's strategy and culture and the broader marketing environment (ethics, social responsibility, legal frameworks, sustainability).
- Conduct a marketing audit considering appropriate internal and external factors.
- Develop marketing objectives and plans at an operational level appropriate to the internal and external environment.
- Develop the role of branding and positioning within the marketing plan.
- Integrate marketing mix tools to achieve effective implementation of plans.
- Select an appropriate co-ordinated marketing mix incorporating appropriate stakeholder relationships for a particular marketing context.
- Set and justify budgets for marketing plans and mix decisions.
- Define and use appropriate measurements to evaluate the effectiveness of marketing plans and activities.
- Make recommendations for changes and innovations to marketing processes based on an understanding of the organizational context and an evaluation of past marketing activities.

Module 3.

Marketing Communications

By the end of this subject, delegates should be able to:

- Explain the role of marketing communications and advise how personal influences might be used to develop promotional effectiveness.
- Explain how the tools of the promotional mix can be coordinated in order to communicate effectively with customers and a range of stakeholders.
- Devise a basic media plan based on specific campaign requirements using both offline and online media.
- Develop marketing communication and brand support activities based on an understanding of the salient characteristics of the target audience.
- Explain the main elements, activities and linkages associated with the formulation and implementation of a marketing communications plan.
- Recommend a suitable marketing communications budget.
- Explain the importance of developing long term relationships with customers, channel members, agencies and other stakeholders and transfer such knowledge to the development of marketing communication activities.
- Suggest suitable methods to influence the relationships an organization has with its customers, any marketing channel partners and other stakeholders, using marketing communications.
- Use the vocabulary of the marketing communications industry and be able to communicate effectively with other marketing practitioners.

Module 4.

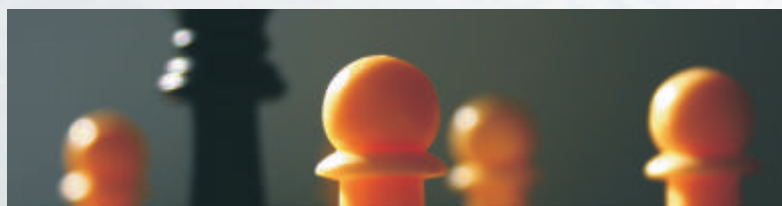
Marketing Management in Practice

By the end of this subject, delegates should be able to:

- Explain the roles and structure of the marketing function and the nature of relationships with other functions within various types of organization.
- Interpret qualitative and quantitative data and present appropriate and coherent recommendations that lead to effective marketing and business decisions.
- Develop marketing objectives and plans at an operational level appropriate to the organization's internal and external environments.
- Use appropriate management techniques to plan and control marketing activities and projects
- Use appropriate techniques to develop, manage and motivate a team so that it performs effectively and delivers required results.
- Define measures for, and evaluate the performance of, marketing plans, activities and projects and make recommendations for improvements.



Time Table



MARKET RESEARCH & INFORMATION

WORKSHOP	October 17th – 19th 2008
TUTORIAL DATE	November 21st – 22nd 2008
SUBMISSION DATE	December 5th 2008
ONE PAGE DRAFT	October 24th 2008
DRAFT	November 14th 2008

MARKETING PLANNING

WORKSHOP	January 9th – 11th 2009
TUTORIAL DATE	February 13th – 14th 2009
SUBMISSION DATE	March 6th 2009
ONE PAGE DRAFT	January 16th 2009
DRAFT	February 6th 2009

MARKETING COMMUNICATIONS

WORKSHOP	March 20th – 22nd 2009
TUTORIAL DATE	April 24th – 25th 2009
SUBMISSION DATE	May 15th 2009
ONE PAGE DRAFT	March 27th 2009
DRAFT	April 17th 2009

MARKETING IN PRACTICE

WORKSHOP	May 22nd - 24th 2009
TUTORIAL DATE	June 26th – 27th 2009
SUBMISSION DATE	July 10th 2009
ONE PAGE DRAFT	May 29th 2009
DRAFT	June 19th 2009