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## ☀️ **Short Course in Marketing Management** ☀️

**Unlock the Power of Marketing to Drive Growth!**

Obtain a **CAREER CERTIFICATE IN MARKETING MANAGEMENT**

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### **Why Take This Course?**

Whether you're a **business owner, professional, or aspiring marketer**, this course equips you with **practical tools, strategies, and insights** to thrive in today's competitive market.

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### **What You'll Learn**

- ✓ Fundamentals of **Marketing Management**
- ✓ The **Marketing Mix (4Ps & 7Ps)**
- ✓ Understanding the **Marketing Environment**
- ✓ Crafting a **Marketing Plan**
- ✓ **Customer Buying Behavior** & Consumer Psychology
- ✓ **Segmentation, Targeting & Positioning (STP)**
- ✓ **Branding & Product Management**
- ✓ **Smart Pricing Strategies**
- ✓ **Effective Distribution & Place Management**
- ✓ **Promotion & Communication Strategies**
- ✓ Winning with **Digital Marketing**

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### **Learning Outcomes**

By the end of the course, you will be able to:

- ✓ Analyse markets & identify opportunities.
- ✓ Segment & target the right customers.
- ✓ Design and implement **marketing plans**.
- ✓ Apply the **marketing mix** to real situations.
- ✓ Harness **digital strategies** for success.

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## Course Highlights

- ✦ **Interactive lectures** with case studies
- ✦ **Practical projects** (develop a marketing plan)
- ✦ **Industry guest speakers**
- ✦ **Networking opportunities**
- ✦ **Certificate upon completion**

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## Who Should Attend?

- Practicing Marketers
- Business Owners & Entrepreneurs
- Professionals from any field
- Students & Graduates seeking practical skills

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## Duration & Mode

 **12 Weeks**

 **Blended Learning:** In-person + Online

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## Certification

 Awarded a **Certificate in Marketing Management**

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## Admission Requirements

Open to all practitioners and aspiring marketers. No strict academic prerequisites!

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 **For Registration & Inquiries:**

register on <https://academy.mateenpro.com>

✦ *Learn. Apply. Grow. Become a Marketing Professional Today!* ✦

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*A. Coleman*