Waterfall
SCHOOL OF BUSINESS

FACT SHEET

SHORT LEARNING PROGRAMME: MARKETING MANAGEMENT



Are you searching for a marketing management course? Look no further! Our IIE-endorsed certificate program offers a comprehensive understanding of marketing theories, principles, processes, and concepts within the dynamic business environment. Accelerate your career in marketing with our IIE-endorsed course. Enrol today and unlock your potential as a skilled marketing management professional!

Course code:

CER4017-04

Accreditation status:

This is a non-credit-bearing Short Learning Programme endorsed by The Independent Institute of Education (IIE).

Course duration:

10 - 12 weeks

Entry requirements:

None

Topics covered:

- The World of Marketing
- The Marketing Environment
- Consumer Behaviour
- Market Segmentation, Targeting and Positioning
- Product Decisions
- Branding Decisions
- Marketing Communications Management
- Cyber Marketing and Digital Marketing
- Pricing Decisions
- Distribution Management and Retailing

Assessments:

- Students are required to complete 2 assignments.
- There are no exams for this course.

Type of certificate awarded:

Upon completion of this course, students will be awarded a **Waterfall School of Business** Skills Certificate: Marketing Management from **Waterfall School of Business**.

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The Vineyard Cnr Devon Valley & Adam Tas Road Stellenbosch, 7600 08:00 – 16:30, Monday - Friday