



FACULTY OF COMMERCE

SKILLS CERTIFICATE:
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).

Duration:

8 -12 months

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.

CONTACT DETAILS

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