



CERTIFIED MARKETING MANAGEMENT PROFESSIONAL



Marketing management is defined as the process of overseeing and planning new product development, advertising, promotions and sales. An example of marketing management is creating an advertising plan and implementing that plan.

This Certification Program by American Institute of Business & Management is so designed which helps anyone to understand the required fundamentals and applications.

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1. Introduction – Marketing
2. The Marketing Concept
 - a. Needs, Wants, Desires / Demand
 - b. Products, Utility, Value & Satisfaction
 - c. Exchange, Transactions & Relationships
 - d. Markets, Marketing & Marketers
3. The Business Environment
 - a. PESTLE
 - b. SWOT
 - i. Aim of SWOT Analysis?
 - ii. Who needs SWOT Analysis?
 - iii. How to Conduct SWOT Analysis?
4. Buying Behaviour
 - a. Consumer
 - b. Business
5. Segmentation
 - a. Segmenting Consumer Markets
 - b. Segmenting Business Markets
 - c. Differentiation and Positioning
 - d. Positioning for Competitive Advantage
 - e. Marketing Management
 - f. Choosing a Value Proposition
 - g. Customer Perceived Value



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6. Marketing Mix

a. 4Ps

b. 7Ps

7. Building a Marketing Plan

8. 52 Types of Marketing Strategies

DURATION: 24 hours Course Fee: AED2850

+

Ministry Registration: AED100

*Certification By: Ministry of Education, Dubai
(KHDA)*

AIBM Certificate (Optional) - 950 AED

*Course Material: Books Practice sessions with
Forms Illustrations and Case Studies*

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