



CERTIFIED MARKETING MANAGER [CMM]

PITMAN

Mirqab-Shuhada Str.-Souk Alsafat-3rd Floor



IPM HISTORY:

INSTITUTE OF PROFESSIONAL MANAGERS was created Five years ago as a private initiative designed to offer postgraduate training programs in the field of business administration and senior management in the United Arab Emirates, Qatar, the Arab Republic of Egypt & The launching of a group known professors and experts in the field of training and education in the Middle East IPM Has been established for cooperation with major universities, colleges and business schools and associations specializing in professional certification in the business administration

INTRODUCTION:

Marketing Mix 4Ps (Product, Price, Place and Promotion), Market Research. Sales Management. Customer Relationship Management. Public Relations. Advertising. Branding. E-Marketing. Competition. Sustainable Competitive Advantage. PEST Analysis. Strengths, Weaknesses, Opportunities and Threats (SWOT) Analysis. Porter's Competitive Advantage. Porter's 5 Competitive Forces and Value Chain. Product Lifecycle (PLC). Marketing Channels.

SEMINAR OBJECTIVES:

Provides an understanding of the marketing management framework of a business organization

- Offers experiential analysis to understand the challenges of CMOs and Marketing Managers.
- Focuses on marketing management best practices, tools and models to implement an effective marketing and sales management system.
- Emphasizes planning and executing strategic marketing programs.
- Provides insights on how to develop marketing strategies, initiatives and programs to build and sustain a competitive market advantage.
- Provides a practical framework for planning and controlling of marketing communication programs.



TRAINING FOCUS:

Develop the core marketing management skills and competencies. The core competencies include marketing knowledge, planning, control, problem-solving and communication.

COURSEWARE CONTENT:

IPM marketing management training courseware includes:

- 1.Participant's coursework and assessment project guide.
- 2.Executive summary of the subject matter (in power-point lecture notes format):
 - oSummary of essential concepts and marketing management best practices.
 - oExamples and case studies.
- 3Marketing management toolkit (management frameworks, decision models, checklists, etc.).
- 4Experiential work-based assessment project.
- 5Online resources for the completion of the experiential assessment project.

PERFORMANCE EVALUATION:

- Performance will be evaluated on the basis of individual or team project deliverables.
- Candidates can complete customized experiential / work-based projects such as developing a relevant analysis document, management strategy, action plan or a senior management presentation.
- IPM course advisor will review the deliverables and provide improvement feedback.
- There are no traditional quizzes or theoretical exams.

COURSE PREREQUISITES:

For accelerated team workshops, participants must have similar levels of experience. This is not required for public courses or individual self-paced distance-learning courses.

DAY 1&2:

PART I: NATURE AND SCOPE OF MARKETING:

Chapter 1: The Field of Marketing.

Chapter 2: The Dynamic Marketing Environment.

Chapter 3: Global Markets and Marketing.

DAY 3&4:

PART II: IDENTIFYING AND SELECTING MARKETS:

Chapter 4: Consumer Markets and Buying Behaviour.

Chapter 5: Business Markets and Buying Behaviour.

Chapter 6: Market Segmentation, Targeting and Positioning.

Chapter 7: Marketing Research and Market Information.

DAY 5&6: :

PART III: PRODUCT:

Chapter 8: Product Planning and Development.

Chapter 9: Product-Mix Strategies.

Chapter 10: Brands, Packaging, and Other Product Features.

Chapter 11: Services Marketing.

DAY 7&8:

PART IV: PRICE:

Chapter 12: Price Determination.

Chapter 13: Pricing Strategies.

PART V: DISTRIBUTION:

Chapter 14: Channels of Distribution.

Chapter 15: Retailing.

Chapter 16: Wholesaling and Physical Distribution.

DAY 9&10:

PART VI: PROMOTION:

Chapter 17: Integrated Marketing Communications.

Chapter 18: Personal Selling and Sales Management.

Chapter 19: Advertising, Sales Promotion, and Public Relations.

PART VII: MANAGING THE MARKETING EFFORT:

Chapter 20: Strategic Marketing Planning.

Chapter 21: Marketing Implementation and Evaluation.

Chapter 22: Marketing and the Information Economy.

MDI CERTIFICATE FORMAT:

A framed certificate of completion will be awarded to class members who attend at least 80% of the 40 training hours are granted by Management Development Institute through the College of Business Administration at Missouri State University.

TRAINING METHODOLOGY:

Together with your fellow participants you bring a wide variety of experience and resources to the program. The course facilitator's role is to help you learn for yourself and to assist you as you make sense of new and very different changes in HR. Extensive use of case studies, group exercises and discussion will all contribute to your enjoyable learning experience.

ABOUT IPM EXAMS

IPM COURSES PRE-REQUISITE:

BACHELOR DEGREE IN ANY FIELDS

- 3 Years experience
- Copy of CV
- Copy of university Certificate
- 2 Passport Pictures

FOR NON-BACHELOR HOLDER:

- Copy of CV
- 10 Years of experience

IPM MEMBERSHIP:

- Attend the 40 hours course training
- Pass the course exam

IPM EXAM:

- 40 Multiple Choose Question
- 1 Hour Duration



IMPORTANT NOTE:

Exam fees are included in the course fees, in case the delegate fail in the exam he/she can re-take the exam free of charge, if he/she fail again a fees of 200\$ should be paid, if he/she fail again training course should be re-taken before setting new date for the exam.

