



CERTIFIED MARKETING MANAGER **CMM**



Learn more.  Do more.

أحصل على شهادة مدير التسويق المعتمد
الممنوحة من معهد التنمية الادارية بجامعة ميزوري الامريكية
وبطاقة زمالة معهد المدرء المحترفين بالولايات المتحدة
تقديم مجموعة من خبراء IPM

وتعرف على فكر أهم خبراء إدارة التسويق فى العالم

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.

Key Concepts:

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.



Certified Marketing Manager CMM

شهادة مدير التسويق المعتمد

Certified Marketing Manager CMM SCHEDULE

MARKETING MANAGEMENT 14 EDI

BEST-SELLING BOOKS AUTHORS

- PROFESSOR MICHAEL J. ETZEL
- PROFESSOR BRUCE J. WALKER
- PROFESSOR WILLIAM J. STANTON

Duration: (40 Hours)

Days:

Times:

Location:

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Website: <http://www.ipmedu.org> - www.ipmedu.us

Fees:

Includes extensive reference materials & reference book, substantial support material, coffee breaks, personal assessment & exam's fees, and the original certificate's fees

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.

Recognized by the US Department. and foreign Egyptian , Arab foreign.

Course Outline / Customization Subjects:

- Marketing Principles: products and services lifecycles, the marketing "Ps", product design, delivery and distribution, packaging and presentation, pricing and promotion, and people.
- Marketing Strategy: focuses on development, implementation, and control of marketing strategies needed to attain and sustain a competitive market advantage.
- Marketing Research:
 - Understanding customers to create value - understanding the psychological aspects of buyer behaviour. How clients make buying decisions and interpret advertising and sales messages.
 - Competitive intelligence.
- Advertising and Brand Communications: managing the brand, the elements of the marketing-mix product policy, channels of distribution, communication, and pricing to satisfy customer needs profitably.
- Marketing Communications Mix: understanding the elements of marketing communication program including advertising, personal selling, public relations, sales promotion and direct marketing. Understanding the decision-making process when developing promotional campaigns to support a firm's brand or product/service strategy.
- Publicity and Public Relations: study of the implications of public relations on marketing, corporate identity, public policy advocacy and lobbying, issues management, media relations.
- Marketing Laws and Ethics.

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):
 - Summary of essential concepts and marketing management best practices.
 - Examples and case studies.
3. Marketing management toolkit (management frameworks, decision models, checklists, etc.).
4. Experiential work-based assessment project.
5. Online 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.

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.

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.

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.

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.

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.