



Diploma in Marketing

Marketing include the processes by which businesses introduce their goods, services, and ideas to potential purchasers and exchange them for value. It is one of the core elements in the entrepreneurial private enterprise system.

Why does the course exists – The marketing course provide candidates with opportunities to examine the nature and role of marketing in local and global contexts. The course imparts vital knowledge on how marketing help businesses determine and meet customer needs, how businesses present a variety of products and services, how marketing helps individuals and firms become and remain successful, how businesses operate most effectively when individuals recognise their roles and responsibilities as consumers and producers, and how consumer decisions influence the marketplace.

How does it fits into the larger programme – Marketing has quickly become an interdisciplinary career path in the business industry, and a marketing qualification can open up many doors in advertising, media, and sales industries. The marketing course is built upon a wide range of areas including sales, marketing services and distribution management.

For who it was designed – The course is designed for those who complete the Certificate in Business studies or holders of equivalent qualifications interested in pursuing marketing.

How it will benefit candidates – Marketing careers offer a variety of attractive opportunities in networking, sales, brand management, leadership, and communications roles. Many marketers learn how to act and perform as leading representatives of their company and brand, while others branch out and develop marketing companies and consultancies of their own. Since marketing careers are so diverse, the skill set assumed in most positions is well-suited for candidates with multiple strengths and talents.

Subjects:

- Services Marketing
- Sales Management
- Purchasing & Supply Management
- Marketing Management
- Retail Management

Services Marketing - At the heart of every business is the recognition that services present unique challenges, and that building customer relationships through quality service is fundamental to marketing success in every organisation. Services marketing help candidates recognise the vital role that services play in the economy, and to understand and address the special challenges of services marketing. Finding new customers is much more expensive than retaining existing ones. Customer service is more than just keeping customers happy. It's about revenue, because a lost customer means lost revenue and an unhappy customer can damage reputation. Some aspects of effective customer service are: (i) knowing customers' needs; (ii) identifying key service activities; (iii) delivering superior service; (iv) follow-up.

Sales Management - selling is a highly misunderstood profession. Many people, when asked what they think of salespeople, instantly use terms such as pushy, greedy, or some other unkind adjective. Yet professional selling is not what most people think. Professionally trained salespeople are among the most important individuals within many companies. This is especially true in business-to-business selling situations where the amount of promotional expense allocated to support a sales force far exceeds expenses for advertising. Also, successful selling requires the establishment of strong relationships with customers, relationships that are intended to last for a long time. Salespeople whose goal is to just get the sale and not worry about the customer are doomed to failure. Professional selling requires knowledge and skills that must be learnt over time, thus on-going training is critical for most.

Purchasing & Supply Management – everything we buy from shops or wholesalers has been sourced somewhere. Understanding the processing of buying and supply process is beneficial to both the consumers and the economy. Supply Management is involved with integrating three key flows across the boundaries of the companies in a supply chain - product/materials, information, and financials/cash. Successful integration or coordination of these three flows has produced improved efficiency and effectiveness for companies. The key factors of successful supply chain management include inventory, cost, information, customer service, and collaboration relationships. Focusing on the management of these factors is critical to the implementation of a supply chain strategy.

Marketing Management - Marketing includes the processes by which businesses introduce their goods, services, and ideas to potential purchasers and exchange them for value. It is one of the core elements in the entrepreneurial private enterprise system. Marketing management provide candidates with opportunities to examine the nature and role of marketing in local and global contexts. Candidates gain an understanding of the need for good customer relations and of how this attitude drives the economic system in internationally. Why is Marketing Important? (i) Marketing generates awareness. Word-of-mouth advertising can be extremely important when developing a publicity campaign. Recent surveys suggest that 90% of consumers trust word-of-mouth suggestions. (ii) 88% of people are likely to pass information about services and products to friends, and 87% will pass information to family. These numbers speak to the effectiveness of word-of-mouth campaigns. When people believe in a product or service they will promote and support that product or service. (iii) Marketing a service through radio and television allow consumers to visualise scenarios which seem more real and applicable to their lives. (iv) Marketing creates brand awareness.

Retail Management – Consumers can be choosy and difficult sometimes – hence undertaking how to design retail shops can make a different. Retail managers are responsible for running stores or departments to meet a company's targets and policies. The aim of any retail manager is to maximise profit while minimising costs. Retail managers ensure promotions are accurate and merchandised to the company's standards, staff are fully versed on the target for the day and excellent customer care standards are met.