



Advanced Diploma in Marketing

The scope of marketing course programme is large, hence the opportunity to enhance further studies. Consumer behaviour, international marketing, strategic marketing, marketing research and advertising management are all critical areas for companies in today's global marketplace and an Advanced Diploma in Marketing qualification can help candidates succeed in this rewarding career.

Why does the course exist – Since the marketplace is so competitive, employers are looking for candidates with a solid marketing knowledge, hence challenging topics including Consumer Behaviour, International and Strategic Marketing, Advertising and Market Research are vital.

How does it fit into the larger programme – With a rapidly growing economy and increasing needs for skilled professionals, marketing careers are becoming more and more competitive. Employment in the areas of advertising, marketing, public relations, and sales is expected to increase faster than average for all occupations for the next 20 years, especially with the growth in internet marketing and global competition.

For who it was designed – The course is designed for Diploma holders with a Marketing background or those from other disciplines with equivalent qualifications, interested in pursuing Marketing.

How it will benefit candidates – A qualification in Advanced Marketing can lead to a number of positions in the field of advertising, public relations, market research, or statistical analysis.

Subjects:

- Consumer Behaviour
- International Marketing
- Strategic Marketing
- Marketing Research
- Advertising Management

Consumer Behaviour - marketing is about satisfying consumers. Whether a company seeks to gain a competitive edge or satisfy consumers needs, an understanding of consumer behaviour is a prerequisite of good practice. Always remember "you never really understand a person until you consider things from his/her point of view; until you climb into his/her skin and walk around it". Consumer behaviour theory provide glimpses of consumers' point of views and allows companies to understand consumers as individuals, information searchers and decision-makers. Being in tune with consumers is a must for businesses.

International Marketing - international marketing is simply the application of marketing principles to more than one country. International marketing involves recognising that people all over the world have different needs. Companies like Gillette, Coca-Cola, and Cadbury Schweppes have brands that are recognised across the globe. While many of the products that these businesses sell are targeted at a global audience using a consistent marketing mix, it is also necessary to understand regional differences, hence the importance of international marketing.

Strategic Marketing - there are two major components of marketing strategy: how an enterprise will address the competitive marketplace; how to implement and support day to day operations. In today's very competitive marketplace a strategy that insures a consistent approach to offering product or service in a way that will outsell the competition is critical. However, in concert with defining the marketing strategy an organisation must also have a well defined methodology for the day to day process of implementing it. It is of little value to have a strategy if an organisation lacks either the resources or the expertise to implement it.

Marketing Research - Marketing research is the function that links the consumer, customer, and public to the marketer through information - information used to identify and define marketing opportunities and problems; generate, refine, and evaluate marketing actions; monitor marketing performance; and improve understanding of marketing as a process. Marketing research specifies the information required to address these issues, design the methods for collecting information, manage and implement the data collection process, analyse, and communicate the findings and their implications.

Advertising Management - the term advertising originates from the Latin word 'adverto' which means to turn around. Thus advertising denotes the means employed to draw attention of any object or purpose. Advertising is any paid form of non-personal representation and promotion of ideas, goods or services by an identified sponsor.