

Professional Certificate in Marketing and Advertising

Course Description and Goals

The Professional Certificate in Marketing and Advertising is a four week course which provides advanced-level international students with an introduction to the basic principles of marketing in a global business environment. Marketing concepts and practices essential for business success are reviewed, discussed, and practiced throughout the course. A comprehensive review of the dynamics and trends in marketing include analysis, research, planning, consumer behavior, branding, and integrated marketing communications. Special emphasis is placed on the impact of global marketing and the Internet.

By the end of the course participants will:

- ✓ Understand key marketing concepts
- ✓ Understand key marketing practices
- ✓ Understand a range of marketing styles
- ✓ Develop strategic marketing planning techniques
- ✓ Have opportunity to develop their own strategic marketing plan

Classroom Methodology

The course is highly practical, relevant, and an applicable experience for our students.

The course addresses the skills necessary for evaluating, developing, and delivering a marketing plan. With a heavy emphasis on the problem-solving approach, this interactive course includes a variety of teaching methods and media such as class discussions, exercises, simulations, case studies, presentations, a guest speaker and a field trip. The use of up-to-date technology is integrated throughout the course.

Sample Syllabus

Week 1

- Key Concepts and Theories: Marketing Concepts ; Strategic Marketing Plans ; Information Systems
- Case Studies: *P / M Opportunity ; BCG ; Porter*
- Student Deliverables: Students are given project instructions. By the final week of the course they must prepare and present a strategic plan for a selected product. They must identify the types of primary and secondary data to be used. Students must analyze the competition, both regionally and globally and identify the Marketing Mix Plan elements that will be critical for market success. A written paper and an oral team presentation are to be delivered the final week of class.

Week 2

- Key Concepts and Theories: Target Market ; Product Planning ; Retailing; Managing Products
- Case Studies: *Walmart; Gap; Old Navy*
- Student Deliverables: Students design and conduct an online survey for potential consumers of their product.

Week 3

- Key Concepts and Theories: Price of Marketing Mix; Distribution of Marketing Mix; Marketing and the Internet; Final Consumers; Organizational Consumers
- Case Studies: *Amazon; E-Bay; Jet Blue*
- Student Deliverables: Field trip to retail store. Students explore five major aspects of retail planning; store location, atmosphere, scrambled merchandising, the wheel of retailing, and technological advances. Students prepare a written report and an oral presentation.

Week 4

- Key Concepts and Theories: Integrated Marketing Communications; Advertising and Public Relations; Personal Selling and Sales Promotion; Global Marketing
- Case Studies: *Google; Sephora; Apple*
- Student Deliverables: Find an advertisement by a global company from your country; make an oral presentation on its merit. What makes it successful?

Week 5

- Key Concepts and Theories: Careers in Marketing; Team Training; Presentation Skills; Incorporation of Marketing Concepts
- Case Studies: *Nestle; Coca-Cola; Visa*
- Student Deliverables: Final Presentations; Final Project Team Papers; Final Exam

Students submit their final report, make their presentations and take their final exam.