

## Professional Certificate

### Marketing Course Description and Goals

The Professional Certificate Course in Marketing is a four-week class, 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 digital media.

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 the opportunity to develop their own strategic marketing plan in the English Language

### Classroom Methodology

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

## Sample Syllabus

### Week 1

- Key Concepts and Theories: Define Marketing / Designing Customer-Oriented Marketing Strategies / The Art and Science of Satisfying Customers / Social Media: Living in the Connected World
- Case Studies: Kraft / Zappos / The Pitch – Subway / Samsung / Oreos / Walgreens (these may differ from school location to school location)
- Student Deliverables: Students are given project instructions and course expectations as well as classroom rules. By the final week of the course, they must prepare and present a strategic plan for a selected product, which means a written paper and an oral team presentation has to be delivered.

### Week 2

- Key Concepts and Theories: Global Marketing / Marketing Segmentation / Targeting, and Positioning / Product and Service Strategies / Integrated Marketing Communications, Advertising, and Public Relations /
- Case Studies: NFL / NeuroSonic / Marketing 4.0 / Starbucks / Pepsi-Cola (these may differ from school location to school location)
- Student Deliverables: Students consider ideas and make a final decision for their product. Then they will design and conduct an online survey for potential consumers. Students will also do a field research.

### Week 3

- Key Concepts and Theories: Retailers, Wholesalers, and Direct Marketers / Pricing Strategies
- Case Studies: Costco / ScoreBig (these may differ from school location to school location)
- Student Deliverables: Students make up a company of their own choice and decide on factors needed that would allow the company to expand to a foreign country.

### Week 4

- Key Concepts and Theories: Finalize papers and projects / Practice and give Final Presentation
- Student Deliverables: Final Presentations, Final Team Papers, Final Exam