



OPTIMUS INSTITUTE

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MARKETING

# MARKETING MANAGER

PROGRAM

# 3 MODULES

**72**  
**TRAINING  
HOURS**

01 Marketing Principles and Techniques

02 Marketing mix

03 Sales

## Entry Criteria

No education or experience prerequisites.

## Delivery

Courses are delivered through Optimus Institutes. Candidates will have online self-study Lectures.

## Length

Courses vary in length.  
This course is consisting of ( 72 ) training hours.  
Take them individually or complete them all to earn Certificate in Marketing Management

## Admission Process

Marketing Manager Program is delivered through Optimus Institutes.

- Select the course that best meet your needs.
- Take one or take multiple courses through our website.
- Online self-study is the learning method for courses.

Contact your Optimus Institute representative for more information on Certificates availability or to register.

## The Marketing Manager Program

relates both traditional and new marketing concepts to today's fast-paced, competitive and segmented business environment, with an emphasis on relating marketing theory to practical and effective real-world solutions. We help marketers develop and implement effective marketing plans for their organizations.

## Structure

consist of 3 modules

## Who should attend?

is designed for all Marketing Manager or Executive or anyone looking to advancing their career by attending a recognized Marketing Management training program

## Module 1:

### Marketing Principles and Techniques

This module aims at developing the knowledge and understanding of general marketing principles and their application in business

### Learning Outcomes

The learner will:

1. Understand the role of marketing in business
2. Understand marketing principles
3. Understand marketing methods
4. Understand how to develop a marketing plan for a specific product or service

## Module 2:

### Marketing mix

This module aims at developing a comprehensive understanding of the marketing mix and the roles of the seven aspects of the marketing mix to businesses.

### Learning Outcomes

The learner will:

1. Understand the role of the product or service in the marketing mix
2. Understand the role of price in the marketing mix
3. Understand the role of place in the marketing mix
4. Understand the role of promotion in the marketing mix
5. Understand the role of process in the marketing mix
6. Understand the role of people in the marketing mix
7. Understand the role of physical evidence in the marketing mix



## Module 3:

### Sales

To provide learners with knowledge and understanding of sales and the principles and practices of professional selling in the business environment.

### Learning Outcomes

The learner will:

1. Understand the principles of selling and different selling methods
2. Understand the principles of the sales process
3. Understand the importance of sales technologies for organisations
4. Understand the financial dimension of sales
5. Understand sales structures in organisations





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TO APPLY



## CONTACT US



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