



Career Development Department

Marketing

The study of marketing bridges the gap between academic theory and real-world marketing knowledge. The practical skills learners develop can be taken straight into the workplace to assist in decision making and strategy development. The Achievement Certificate in Sales and Marketing provides knowledge about how markets operate and buyers behave, which the Foundation Certificate in Marketing and Career Certificate in Marketing enhance skills and abilities to develop strategies, increase revenue and raise the level of professionalism and growth in marketing and communications.

Admission Requirements:

1. Applicants must obtain the score for course ENGG1A on the SEPT.
2. Applicants must have basic computer literacy

Certificate of Achievement in Sales and Marketing

Code	Title	CEUs*	Prerequisite (s)
SBSM101	Principles of Marketing**	3	None
SBSM102	Consumer Behavior**	3	None
SBSM103	Professional Selling Skills**	3	None

Foundation Certificate in Marketing ***

Code	Title	CEUs*	Prerequisite (s)
SBSM104	Marketing Research**	3	Achievement Certificate
SBSM105	Contemporary Management**	3	Achievement Certificate

Career Certificate in Marketing

Code	Title	CEUs*	Prerequisite (s)
SBSM202	Brand and Product Management	3	Foundation Certificate
SBSM203	Integrated Marketing Communication	3	Foundation Certificate
SBSM204	Strategic Marketing	3	Foundation Certificate

* Continuing Education Unit equals 10 contact hours.

** Empowered by **PEARSON** access code for MyLab technology available at AUC book stores

*** Learners who completed a Foundation certificate or AUC continuing education certificate are required to sit for the SEPT if they dropped out for a period of one year or more from the date of completing the certificate.

Trainees are assessed throughout the term by assignments (lesson plans, observation tasks, practical teaching practice and written reflections) and a written exit test. The final grade is therefore an accumulation of continual and achievement assessment for which the minimum accepted score is 70 percent. Final course grades are NOT based on attendance, since in accordance with SCE's attendance policy, learners must attend at least 75 percent of the class sessions in order to be allowed to take the final examination.

School of Continuing Education

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Marketing Course Description

SBSM101 Principles of Marketing

This course is designed to cover the basic concepts relating to the formulation and use of marketing strategies for products, the channels of distribution, the promotion techniques and price. Topics covered will include marketing process, creating customer value, analyzing the marketing environment, marketing cycle and use of the marketing mix.

SBSM102 Consumer Behavior

This course explores the fundamentals of consumer buying behavior. Subject matter will include consumers in the market place, consumers as individuals, personality and life style, consumers as decision makers, consumers' culture and subculture.

SBSM103 Professional Selling Skills

This course explains the scientific methods of salesmanship analysis of prospects, selling steps, benefits concepts, and selection and recognition of individuals' values. The course topics cover developing a personal selling philosophy, developing relationship strategy, developing a personal selling philosophy and relations, product and presentation strategies.

SBSM104 Marketing Research

The course covers the concept and techniques of marketing research with special interviews, statistical analysis of data and its implications. Methods of developing interviews, statistical analysis of data for actual problems, collection of information and stress on its analysis. Topics covered will include explaining the marketing research process, utilizing qualitative and quantitative research techniques, dealing with field work and data quality issues, functions in the business fields, key issues in successful management, basic concepts of financial decisions, long term and short term financial decisions.

SBSM105 Contemporary Management

The course aims at engaging learners with current issues in management and exploring their implications for public and community sector organizations. Drawing on organizational theories and research, it aims at assisting learners to develop frameworks and skills for analysis of organizational context, management practices and personal actions. Topics to be covered in class and through learners' self-directed learning include management.

SBSM201 Direct Marketing and E-marketing

The course provides practical guidelines for business professionals interested in exploring the possibilities of e-marketing. Its aim at explaining important e-marketing issues to enhance the productivity from direct marketing. Topics will cover e-marketing and performance metrics, e-marketing plan, e-marketing strategy, e-marketing, e-marketing management, database marketing and interactive marketing media to solve direct marketing problems.

SBSM202 Brand and Product Management

This course is an essential course to understand the interrelationship between the business strategy and the brand strategy that will develop marketing skills and expertise of the learners. Topics covered will include brand and product positioning and values, customer based brand equity, planning and implementing brand marketing programs, choosing brand elements to build brand equity, measuring outcomes of brand equity, introducing and naming a new product and brand extensions, managing brand overtime and geographic boundaries and market segments.

SBSM203 Integrated Marketing Communication

This course introduces learners to the concept of integrated marketing communications in which conventional marketing has changed to include broader scope of promotional tools. Today's marketers are thinking and planning in a way to integrate marketing communication psychology, changing environment, image and brand management, customer / audience relationship management, marketing communication planning as well as marketing communications campaigns.

SBSM204 Strategic Marketing

This course provides learners with the fundamental skills needed to provide quality customer service. Topics covered include identifying customers, communications in customer service, coping with challenging customers, motivation, customer retention and measurement of satisfaction.