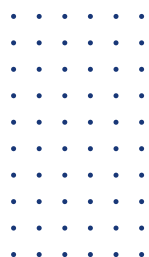


Certificate in Mastering Marketing: From Basics to Customer Insights



This course offers an in-depth exploration of marketing management, focusing on both traditional and modern techniques used to build effective strategies in today's dynamic market. It covers core concepts such as segmentation, targeting, and positioning, as well as the role of consumer behavior in crafting impactful marketing plans. You'll gain insights into service marketing, integrated marketing communications, and the significance of technology in shaping marketing strategies. The course also delves into key areas like market research, service quality assessment, customer relationship management (CRM), and strategies for maintaining customer loyalty. By the end, you'll be equipped with the skills needed to design and execute successful marketing campaigns while effectively managing customer expectations and experiences.

Syllabus & Skills covered (120 hours)

- Understand and apply marketing theories, segmentation, targeting, and positioning strategies.
- Analyze consumer behavior and use insights for effective marketing campaigns.
- Master the Integrated Marketing Process, advertising, sales promotion, and public relations.
- Develop strategies for service marketing and enhance customer satisfaction.
- Utilize market research and tools like the SERVQUAL survey to assess customer perceptions.
- Leverage technology to improve service marketing and address service sector gaps.
- Apply pricing strategies, economies of scale, and service profitability concepts.
- Build and maintain strong customer relationships through CRM and service recovery strategies.

Career Opportunities

- **Marketing Assistant / Coordinator**
- **Junior Brand Manager**
- **Customer Experience Associate**
- **Digital Marketing Assistant**
- **CRM Coordinator**

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