

Diploma in Marketing (Online Course)

The programme has been designed to help you expand your knowledge and skills in the marketing of products/ services for the customer, industrial and service sector.

You will gain an insight into the latest marketing trends and techniques, and will develop marketing skills that will help you for your exceptional career in the field.

Course Benefits

- Full Tutor Support
- Self Paced, No Fixed Schedules
- Available to Students anywhere in the World

Course Syllabus

This course consists of following units:

Unit 1 - Introduction to Marketing

Unit 2 - Marketing Environment

Unit 3 - Markets and Market Segmentations

Unit 4 - Consumer Behaviour

Unit 5 - Market Research

Unit 6 - Marketing Planning

Unit 7 - Product Development and Product Lifecycle

Unit 8 -Product Pricing Strategies

Unit 9 - Branding and Packaging

Unit 10 - Channels of Distribution

Unit 11 - Promotion Mix

Unit 12 - Personal Selling and Sales Promotion

Unit 13 - Advertising and Publicity