

CERTIFIED ASSOCIATE MARKETING – CAM Training Program



This Program is ideally suited to following individuals who are:

- **Fresh University Graduates and like to develop their Career in Marketing**
- **Already working class who would like to change their career and are willing to update and learn the new methodologies of Marketing.**
- **Entrepreneurs who are willing to devise their strategies of businesses.**

Program is offered by: 3D Educators – Trainers & Consultants

Table of Contents

	Detail
	Inauguration
	Structure
	Topics & Time Allocation
	About the Program Designer & Instructor
	Syllabus

3D EDUCATORS

TRAINERS & CONSULTANTS

3D

Program Details

Inauguration

The Training Program will be inaugurated by a senior member of 3DEducators

Program Structure

Number of classes in a week	One Class Per Week
Duration of each class	3-Hour with Break
Total Duration	16 Hours (1 Month)

Other Learning Activities:

Classroom Assignments	2
Presentations by Trainees	1

About the Program Designer & Instructor

The “Certified Associate Marketer - CAM” Program has been designed and will be conducted by Senior most Managers and consultants who having the huge experience of training and marketing. They have worked with various large multinational organizations and provide the trainings in local and abroad.

The Trainers who are conducting this program are have on the position of the following:

- ✓ Senior Marketing and Product Manager

They trainers are foreign qualified and having the degrees of MBA.

As Consultant & Senior Trainers the team of trainers from Marketing side we 3D Educators – Trainers & Consultants would not compromise on the faculty.

Program Syllabus

COURSE CONTENTS:

Introduction

Brief overview of the history of marketing as it developed into a business science; a review of the key points in marketing ethics.

Consumer Behavior (Purchaser)

Examines the consumer from both a sociographic and psychographic perspective; what are the key demographics of the purchaser along with the purchase decision process.

Marketing Research (Positioning)

Describes the basics of market research survey methodology with emphasis on sampling and questionnaire design; also examples of how research is applied in marketing today.

Product Development

How products are created and marketed with emphasis on package design. Other topics include the product life cycle curve, why products fail, the role of the brand/product manager and writing an effective marketing plan.

Services Marketing (People Selling)

Looks at the developing techniques of marketing services-oriented business, with focus on the services mix concept.

Pricing Strategy

How product pricing is determined from both a company and consumer perspective; also the different types of pricing used by marketers.

Advertising (Promotion)

Explores the creative world of mass advertising, specifically, how ads are created and the process of media placement. Also covered is the need for effective sales promotion and good salespeople. Also how public relations fits into the any promotion campaign.

Distribution (Placement)

Details the distribution channels moving products from the factory to the purchaser with special emphasis on retail and wholesale distribution.

Global Marketing (Politics & Protectionism)

Why international marketing is growing in importance; the good and bad points of international marketing with emphasis on direct/indirect types of global marketing. Also examined in detail is the Israeli market.

TERMS & CONDITIONS

WITHDRAWAL FROM THE CERTIFICATION

Students are not allowed to withdraw from the CERTIFICATION. If a student cannot continue the CERTIFICATION his/her fee will be forfeited.

CONDUCT AND DISCIPLINE

A disciplinary action, leading to rustication, will be taken against students whose conduct is found objectionable at any time during the course of study. Reference will be made to 3D Educators code of conduct.

EVALUATION AND GRADING

The performance of students is evaluated through continuous observation of a student's performance in the CERTIFICATION – class participation, submission of assignments, quizzes and exercises.

The student will be examined through three hourly exams conducted at the midterm and a final exam at the end of the program. Total marks for passing the CERTIFICATION will be 60 out of a total of 100.

Students who do not meet the attendance or any other eligibility criteria will not be allowed to appear in the final examination.

The following grading plan will be applicable for the CERTIFICATION:

A	87 - 100
B+	81 -86
B	72 - 80
C+	66 - 71
C	60 - 65
F	below 60

**FINAL CERTIFICATION SHALL BE AWARDED BY IMRTC (INTERNATIONAL
MANAGEMENT RESEARCH & TECHNOLOGY CONSORTIUM) – USA**

Students who are unable to appear for the final exam are required to submit a written application stating the reason for not appearing for the exam. 3D Educators reserves the right to approve or deny such applications. If approved, the student will be allowed to sit for the exam within one month. Failure to do so, the student will be resubmit the examination fee and sit the future schedule exam. Without passing of the exams no certification will be awarded.



3D EDUCATORS
TRAINERS & CONSULTANTS

3D

ONLINE LIVE CLASSES FACILITY AVAILABLE

- Instructor Led Training
- Real Time Presentations
- Interactive Classes
- Complete Notes and Other Stuff shall be provided through our Secure Student Login Member's Area
- For Online Live Classes, you may please download the Admission Form through our website <http://www.3deducators.com>. Fill it properly and attached the required document along with Picture and send back to info@3deducators.com with scanned fee submitted voucher in the bank.
- For Pakistan you may submit the fee at any MCB Branch with the title of "3D EDUCATORS-TRAINERS & CONSULTANTS".
- If you are outside Pakistan then you may transfer via Bank to Bank or any western union, Fast Track, Money Gram or else International Transfer Body.
- After Admission, if you don't have GMAIL Account then you are requested to kindly make one GMAIL Account and shared it info@3deducators.com. Then further correspondence shall be made by our institute official.
- Extra Bandwidth Charges shall be incurred.
- If you are outside country or city then extra courier charges shall be incurred for Certificate.

PRECAUTIONARY MEASURES

- ✓ During Classes, you are requested to make sure that you are in isolated room, where no noise should be there except your voice.
- ✓ Kindly Switch Off your Cell Phone during the class, because it will disturb the quorum of class.
- ✓ If you have taken the admission in the course online, ethically it is recommended and suggested that you only avail this facility.
- ✓ Recording of Lectures are not allowed at your end.

**FINAL CERTIFICATION SHALL BE AWARDED BY IMRTC (INTERNATIONAL
MANAGEMENT RESEARCH & TECHNOLOGY CONSORTIUM) – USA**



This world is emerging and growing in the 21st Century very rapidly because of latest and remarkable technologies and its advancement. Due to advancement of technology, we 3D EDUCATORS offer Live Interactive class sessions.

3D EDUCATORS believe on Information Technology and its systems. Now you can also avail this facility at your home.



DISTANCE NOT MATTER

You can join in the live classes Sessions of **3D EDUCATORS – TRAINERS & CONSULTANTS** from anywhere of the world.

CONTACT US:

9221-34141329

9221-34857148

0333-2402474

0322-2083032

info@3deducators.com

<http://www.3deducators.com>

(Get the Admission Form)

[Admission Form](#)

MANAGEMENT

3D EDUCATORS – TRAINERS & CONSULTANTS

FINAL CERTIFICATION AWARDED BY IMRTC – USA

SAMPLE CERTIFICATE

**CERTIFICATE
OF EXCELLENCE**

IMRTC USA Recognized

CERTIFICATION



This is to Certify That
Mr. Danny Jones Wales
*has successfully met the certification requirements as outlined in
IMRTC content and the policies adopted thereunder, hereby grants the certification of*

Certified OHSAS 18001 Lead Implementation

Student ID: IM864532201

Date of Commencement: May 4, 2014

Date of Ending: July 4, 2014



Cheryel Rhodes

Principal of Institute

Director Affiliations and Official Affairs

INTERNATIONAL MANAGEMENT RESEARCH & TECHNOLOGY CONSORTIUM
Address: 2 Amy Avenue, Edison NJ 08817 NEW JERSEY - United States of America

Chapter ID: AS2933770
Partnership ID: AS5588322_Pakistan
Verification@imrtc.org

TRAINERS & CONSULTANTS

3D

CERTIFICATE OF AUTHORIZATION

**CERTIFICATE
OF AUTHORIZATION**

IMRTC USA Recognized

CERTIFICATE OF AUTHORIZATION



This is to Certify That IMRTC Authorized

3D EDUCATORS - TRAINERS & CONSULTANTS

*to work as Training & Research Partner in capacity of
PARTNER THROUGH PAKISTAN CHAPTER
for the scope of activity shown below in accordance with the applicable rules of
the IMRTC. The use of this certification and the authority granted by this
Certificate of Authorization are subject to the provision of agreement set
forth in the application.*

*The validity of this certificate is for Two Years from the date of Issuance
and will increase according to the performance
Issuance Date: 16 Aug 2015*

Cheryyel Rhodes

Director Affiliations and Official Affairs



Chapter ID: AS2933770

INTERNATIONAL MANAGEMENT RESEARCH & TECHNOLOGY CONSORTIUM

Address: 2 Amy Avenue, Edison NJ 08817 NEW JERSEY - USA, <http://www.imrtc.org>

Partnership ID: AS5588322_Pakistan

Partnerships@imrtc.org

TRAINERS & CONSULTANTS

3D