

Diploma in Sales & Marketing

With Three International Certifications CAM, CPM, and Strategic Selling Skills Training program



This training program is designed and developed by certified and experienced consultants of Marketing & Sales. The program comprehensively covered the sales & marketing aspects, where Strategic Marketing and Strategic Selling are core areas. The program is internationally certified and accredited from IMRTC – USA, where the candidate will receive three International Recognized Certifications from USA. The Certifications are CAM – CERTIFIED ASSOCIATE MARKETER, CPM – CERTIFIED MARKETING PROFESSIONALS, AND STRATEGIC SELLING SKILLS.

This highly specialized and concentrated Program is ideally suited to following individuals who are:

- Fresh University Graduates and like to pursue a career in Sales & Marketing.
- Already working and interested to switch over to field of Marketing & Sales.
- Already working in Marketing & Sales and like to excel in terms of better position and compensation.
- Already working class who would like to get the International certifications of CPM, CAM and Strategic Selling Skills.

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

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Program Details

Inauguration

The Training Program will be inaugurated by senior members of 3D EDUCATORS

Program Structure

Number of classes in a week	One Class in a Week
Total Duration	48 Hours

3D EDUCATORS

ABOUT THE PROGRAM DESIGNER & INSTRUCTOR

The Profile of Program Designers & Instructors is given below:

The “Diploma in Marketing & Sales”

Program has been designed and will be conducted the Senior Marketers who have Eighteen year experience in the field of Sales & Marketing.

The trainers are high end consultants, where MBA, MS, M.Phil., PHD in their disciplines.

Further Trainers who are conducting this program have the following positions in the different organization:

- ✓ Head of Sales
- ✓ Head of Marketing
- ✓ Top Management Position

At present, faculty is working as head of Marketing & Sales and handling large Sales Force & involved in the Planning of Marketing and also involved in training and development for last eighteen years.

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Program Syllabus

COURSE CONTENTS CERTIFIED ASSOCIATE MARKETERS:

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.

COURSE CONTENTS OF CERTIFIED MARKETING PROFESSIONAL:

This program is helpful for those people who are although working in the marketing sector as a professional or marketing manager. After this program the marketer will develop the strategic plan with financial, BCG & GE Model analysis. Also he would be able to devise the segment and choose the appropriate strategy.

- ❖ How to build the corporate Strategic Plan
- ❖ Financial Analysis for Marketing Decision
- ❖ Fundamentals of Marketing Decision
- ❖ Key Financial Ratios
- ❖ Financial Analysis Model
- ❖ Formulation of Business Unit Strategies
- ❖ The Mission Statement.
- ❖ BCG and GE Model Analysis
- ❖ Defining Products – Markets
- ❖ Customer Profiling
- ❖ Size and Growth Estimates
- ❖ Forming the Segments
- ❖ Choosing a positioning strategy
- ❖ Programming Decisions
- ❖ Factors Effecting Program Strategy
- ❖ Strategic Marketing in Action 010
- ❖ Planning and Control
- ❖ The Strategic Marketing Audit

COURSE CONTENTS OF STRATEGIC SELLING:

- Principles of professional selling
- Three selling situations
- Buyer motivation and behavior
- Uncovering and developing customer needs
- The Sales Cycle
- Attitude and aptitude of selling
- FAB: Features, Advantages, Benefits
- Listening and Questioning
- Dealing with Objections
- Buying Signals
- Closing the sale
- Action plans

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**FINAL DIPLOMA 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.



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TERMS & CONDITIONS

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 Diploma – 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 Diploma 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 Diploma:

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

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CERTIFICATE OF AUTHORIZATION

**By the Grace of Allah, We have been nominated as CHAPTER of IMRTC
USA – NEW JERSEY**



**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

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MANAGEMENT RESEARCH & TECHNOLOGY CONSORTIUM) – USA**



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(Get the Admission Form)

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3D EDUCATORS – TRAINERS & CONSULTANTS**

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