

# **CERTIFIED ASSOCIATE MARKETING – CAM Training Program**

## **Who Can Do?**

- 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.

**100,000+ Students  
have been Trained**

since  
1997

**Program is  
offered by**

**3D EDUCATORS  
INTL**  
22 Years of  
Excellence in  
Training &  
Development

**Invest in  
People the  
only Asset  
that Appreciates**



100,000+ Students  
have been Trained

since  
1997



**Final Certification shall be  
awarded by IMRTC - USA**

## **Table of Content**

Detail

Inauguration

Structure

Topics & Time Allocation

About the Program Designer & Instructor

Syllabus



100,000+ Students  
have been Trained

since  
1997



**Final Certification shall be awarded by IMRTC - USA**

## Program Details

### Inauguration

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

### Program Structure

No of classes per week	<b>01 Class</b>
Duration of each class	<b>02 - Hour</b>
Total Duration	<b>48 Hours</b>

### Other Learning Activities

Classroom Assignments	<b>02</b>
Presentations by Trainees	<b>01</b>

### About the Program 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.

### In Affiliation with





100,000+ Students  
have been Trained

since  
1997



**Final Certification shall be  
awarded by IMRTC - USA**

## **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.



100,000+ Students  
have been Trained

since  
1997



**Final Certification shall be  
awarded by IMRTC - USA**

### **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.



100,000+ Students  
have been Trained

since  
1997



**Final Certification shall be  
awarded by IMRTC - USA**

## **TERMS & CONDITIONS**

### **WITHDRAWAL FROM THE DIPLOMA/CERTIFICATION**

Students are not allowed to withdraw from the Diploma. If a student cannot continue the Diploma 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 Diploma – class participation, submission of assignments, quizzes and exercises.



100,000+ Students  
have been Trained

since  
1997



**Final Certification shall be  
awarded by IMRTC - USA**

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:

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



100,000+ Students  
have been Trained

since  
1997



**Final Certification shall be  
awarded by IMRTC - 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.



100,000+ Students  
have been Trained

since  
1997



**Final Certification shall be  
awarded by IMRTC - USA**

## **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](mailto: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](mailto:info@3deducators.com). Then further correspondence shall be made by our institute official.
- Extra Bandwidth Charges shall be incurred.

## **DISTANCE NOT MATTER**

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



100,000+ Students  
have been Trained

since  
1997



**Final Certification shall be  
awarded by IMRTC - USA**

## **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 lonely, then ethically it is recommended and suggested that you alone in the class.
- Recording of Lectures are not allowed at your end.

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.

## **CONTACT US**

021-34141329, 0333-2402474  
021-34857148

[info@3deducators.com](mailto:info@3deducators.com)  
<http://www.3deducators.com>

Get the Admission Form

**Download Form** | 

**MANAGEMENT  
3D EDUCATORS  
TRAINERS & CONSULTANTS**



100,000+ Students  
have been Trained

since  
1997



**Final Certification shall be  
awarded by IMRTC - USA**

**Global Recognized Certification from IMRTC USA**

**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 Associate Marketers**

Student ID: IM864532201

Date of Commencement: May 4, 2014

Date of Ending: July 4, 2014



*Cheryyel Rhodes*

Principal of Institute

Director Affiliations and Official Affairs

**INTERNATIONAL MANAGEMENT RESEARCH & TECHNOLOGY CONSORTIUM**

IMRTC - UNITED STATES OF AMERICA - <http://www.imrtc.org>

Chapter ID: AS2933770

Partnership ID: AS5588322\_Pakistan

*Verification@imrtc.org*