

Diploma in Sales & Marketing With Three International Certifications

CAM, CPM, and Strategic Selling Skills

Who Can Do?

- 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 certification

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

since
1997

**Program is
offered by**

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

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



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

Course Objective:

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.



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Program Details

Inauguration

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

Program Structure

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

Other Learning Activities

Classroom Assignments	04
Presentations by Trainees	02
Project	01
Guided Hours	24
Non Guided	08

About the Program Instructor

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.

In Affiliation with





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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.



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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.



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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



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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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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.



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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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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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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.

DISTANCE NOT MATTER

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



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

Get the Admission Form

Download Form | 

**MANAGEMENT
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TRAINERS & CONSULTANTS**



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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*

Diploma in Marketing & Sales

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

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