



PROFESSIONAL QUALIFICATION IN

SALES AND MARKETING



OVERVIEW

Professional qualification in Sales and Marketing provides the perfect introduction to one of the most critically important and increasingly powerful elements of beginning, managing and maintaining the contemporary business. The students will explore a series of key sales and marketing concepts from the perspective of a professional business environment. Course content covers the definitions of and differences between marketing and sales, development and implementation of a professional marketing plan, and careful market analysis.





COURSE CONTENT

01

Introduction to Markets and Marketing

06

Market Segmentation and Positioning

02

The Marketing Process: Strategy and Planning

07

7Ps of Marketing

03

Knowing your customers (Environment and behaviors)

08

Services Marketing

04

The Marketing Environment

09

Market Research

05

Buying Behavior

10

Sustainable Marketing



Course Duration:

3 months



Local Certification:

Professional Qualification
attested by Qatar Chamber of
Commerce and MOFA



International Awarding Body:

International Qualifications
Network (IQN), UK



SAMPLE CERTIFICATE


ICON
 TRAINING CENTRE
 CENTRE FOR EDUCATION & TRAINING

CERTIFICATE OF COMPLETION

This is to certify that

has successfully completed

Professional Qualification in SALES AND MARKETING

Course Organized By Icon Training Centre, New Salata, Qatar
 From: September 16, 2022 To: October 21, 2022

ITC/CPP-SEP22/10167


 Manager,
Icon Training Centre






 المجلس الأعلى للتعليم
 SUPREME EDUCATION COUNCIL





ICON PAVES THE WAY.

Icon Training Centre (ITC) is established to advance the competence and career aspirations of working professionals. ITC has been recognized for its quality service and academic excellence which has help in forming the country's most successful individuals in various industries. This aims to play the role of a valuable learning partner of working professionals through structured learning pathways made possible by the unique combination of practical industry knowledge integrated with general management skills. ITC is dedicated to meet the educational needs of working professionals and prepare them to realize business and career opportunities.

Build your future with ICON — and let your dream find its direction.

CONTACT US



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