

Marketing Strategy Associate Level Certification



What participants will learn

- Participants will be familiar with the key concepts in marketing strategy.
- Participants will get a basic understanding of how Marketing Strategy framework helps to effectively manage Sales and Marketing efforts in any organization.

Audience Profile

Anyone interested in knowing more about Sales and Marketing can take up this course and exam for free.

Takeaways

- High quality online videos
- Classroom study materials
- Mobile Apps
- Engaging case studies
- Full-length simulated exam
- Chapter tests
- Study guides and podcasts
- 10 PMI® PDUs
- SMstudy Certified Marketing Strategy Associate certification by SMstudy

Examination Guidelines

An online unproctored exam will be conducted at the end of the course. The exam format is as follows:

- Multiple Choice
- 40 questions for the exam
- One mark awarded for every right answer
- No negative marks for wrong answers
- 30 questions need to be answered correctly to pass
- 60 minutes duration

Prerequisites

There is no formal prerequisite for this course.

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Course Outline

Introduction

- Evolution of Sales and Marketing
- Corporate Strategy and its Relationship to Sales and Marketing
- Aspects of Sales and Marketing
- Levels of Sales and Marketing Strategy
- Marketing Strategy Overview

The theory sections mentioned here will be aided by case studies, exercises and simulations for practical/experiential learning.

Analyze Market Opportunity

- Determine Strengths and Weaknesses
- Determine Opportunities and Threats

Define Competition, Targeting and Positioning

- Identify Competition
- Select Target Segments
- Create Differentiated Positioning

Determine Pricing and Distribution Strategies

- Determine Pricing Strategies
- Determine Distribution Strategies

Determine Metrics, Objectives, Marketing Aspects and Budget Allocation

- Determine Metrics
- Determine Objectives
- Decide Marketing Aspects and Allocate Budget