

Fundamentals of Marketing

Course Outline

- ✦ The Concept of Modern Marketing
- ✦ Markets and Buyer Behavior
- ✦ The Marketing Management Process
- ✦ Information for Marketing
- ✦ The Influence of Globalization on Marketing Arrangements
- ✦ The Impact of Technology of Product Development
- ✦ The Role of the Internet (E-commerce)
- ✦ Product Policies and Strategies
- ✦ Pricing Policies and Strategies
- ✦ Advertising, Sales Promotion and Public Relations
- ✦ Personal Selling and Sales Marketing

Course Overview

This is a definite program for those who want a full understanding of the marketing function. All aspects of marketing are covered in an exciting and interactive way with tutor led sessions, practical courses and challenging case studies. A first choice for those who perform or are about to perform a marketing role and who may not have had any formal training.

How you will gain

Participants will learn to:

1. Be more dynamic marketing professional
2. Develop your own marketing strategy and prepare an effective marketing plan
3. Make sound and timely decisions based on analysis of current market information
4. Use technology to gather critical market data and design a marketing information system that will give your company a competitive edge
5. Evaluate the contribution and benefits of e-commerce as a productive distribution channel
6. Manage the entire marketing function with greater confidence ensuring maximum sales and profitability for your company

Sales & Marketing Management

What Managers Do

Course Outline

- ✦ What is a Manager?
- ✦ The Development of Contemporary Management
- ✦ Strategic and Managerial Planning: Planning to Compete
- ✦ Managerial Planning
- ✦ Structuring the Organization
- ✦ Organizing Human Resources
- ✦ Understanding Motivation and Leadership
- ✦ The Managerial Control Process
- ✦ Understanding Total Quality Management (TQM)
- ✦ Managing in Tomorrow's Environment

Course Overview

“What Managers Do” breaks your job as a manager down into its components planning, organizing, staffing, directing, and controlling. As a result, you'll be able to start every day with a sense of organization and control you never had before. You'll see how everything you do fits into your overall role as a manager. This insight gives you a firmer grasp of the task at hand, making it easier to delegate effectively, motivate successfully, use time efficiently and increase productivity substantially.

How You Will Gain

Participants will learn to:

1. Use planning techniques that ensure smooth operations
2. Organize a department for maximum productivity
3. Staff in a way that matches jobs with talent
4. Analyze your job
5. Examine your job's functional components
6. Spot your weaknesses
7. Take concrete corrective steps through motivation, delegation, and time management

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Communication Skills For Managers

Course Outline

- ✦ Communication: An Introduction
- ✦ Effective Public Speaking and Presentation Skills
- ✦ Developing Listening Skills
- ✦ The Art of Communication
- ✦ Writing to achieve Communication Goals Business Letters, Memos and Reports
- ✦ Developing Interpersonal Communication Skills
- ✦ Improving the Communication System
- ✦ Negotiation

Course Overview

This course will provide students with the relevant reading, writing, listening and speaking skills and techniques to improve their communication.

How You Will Gain:

Participants will:

1. Become aware of the importance of good communication and interpersonal skills.
2. Be able to identify and describe the main attributes of effective communication.
3. Develop and use their listening skills to solve problems, diffuse conflicts, teach staff, and be a more productive team leader.
4. Learn to express themselves in a clear convincing manner in reports, e-mail, letters, memos and proposals.
5. Master the techniques of successful presentation from planning to delivery.
6. Understand their audience before communicating their ideas in any format.
7. Learn to convey their thoughts in a clear, eloquent and convincing manner when speaking both formally and informally to staff.
8. Learn how to use negotiation skills to solve problems and build positive relationships in the work place.

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How to write the Marketing Plan

Course Outline

- ✦ The Benefits of Marketing Planning
- ✦ Developing Corporate Strategy
- ✦ The Marketing Planning Process
- ✦ Environmental Analysis
- ✦ Market Analysis
- ✦ Developing Market Strategies
- ✦ Product Strategy
- ✦ Pricing Strategies and Techniques
- ✦ Managing the Promotion Mix
- ✦ Developing a Sales and Distribution Program
- ✦ Implementing the Marketing Plan
- ✦ Writing the Marketing Plan

Course Overview

“How to Write a Marketing Plan” has been designed specifically for the practicing manager and the future manager. It provides interactive tutor-led sessions with practical case studies to ensure learning and self evaluation. Participants on the program gain the information and skills needed to write a marketing plan by focusing on planning, analysis of environmental and market factors and study of sales and distribution programs.

How You Will Gain

Participants will learn to:

1. Distinguish marketing plans from business plans
2. Relate corporate strategy to marketing strategy
3. Overcome poor data, lack of consensus, and other planning obstacles
4. Implement a six-step marketing planning process
5. Measure their market potential
6. Get a handle on trends that affect your market
7. Apply strategies such as market segmentation and positioning
8. Launch new products more effectively
9. Price your products or services correctly
10. Manage your promotional mix
11. Improve your sales and distribution channels
12. Write your plan and put it into action

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How to be a Great Call Center Representative

Course Outline

- ✦ The Roles and Responsibilities of a Call Center Staff
- ✦ Preparing Yourself to Deliver Quality Service
- ✦ Communicating Successfully
- ✦ Current Legislation, Terminology, and Technology Affecting Call Center Staff
- ✦ Building Trust
- ✦ Telephone Verbal Skills and Vocal Quality
- ✦ Problem Solving and Decision Making
- ✦ Handling Difficult Customer Situations
- ✦ Managing Your Time and Multi Tasking
- ✦ Controlling Your Stress Level
- ✦ Recovering from Mistakes - Yours and Your Customer's

Course Overview

This course has been designed specifically to help front-line employees in call center customer service or sales to recognize the scope of the job and develop the skills necessary to create customer Satisfaction.

How you will gain:

Participants will:

1. Learn what technology based customer service is all about including the history, terminology, legislation, and technology options
2. Perform practical strategies for improving listening skills, building trust with customers, problem solving, and decision-making - all within the context of a busy call center.

Optional Course:

Fundamentals of International Marketing Course Overview

Participants will grasp the basic marketing concepts and apply them to the requirements of global trade. They will also develop strategies for entering various global markets and utilize the support given to exporters by local financial institutions including governmental bodies

Leadership Skills For Executives

Course Outline

- ✦ Leadership: A Theoretical Review
- ✦ The New Role of Leadership
- ✦ Leadership and Business Ethics
- ✦ Power and Leadership
- ✦ Empowerment and Motivating Individuals and Teams
- ✦ Communication Skills for Leaders
- ✦ Coaching: A Core Leadership Skill
- ✦ Vision: The Starting Point of Leadership
- ✦ Providing a Vision for Your Team

Course Overview

Managing in today's dynamic, diverse workplace demands a new type of leadership. The new leaders must be visionaries, change agents, coaches, and empowerers. Leadership Skills for Managers outlines the skills necessary to fulfill this challenging, changing, and rewarding leadership role.

How You Will Gain

As a participants you will gain the skills to:

1. Lead a diverse workforce with a leadership style that works for you and your company.
2. Manage change in a positive, proactive way by clearly communicating your expectations, objectives and goals for your group and its individuals.
3. Empower and motivate employees to peak performance by responding to employees' human needs with sensitivity and flexibility.
4. Project a flexible, sensitive leadership style that acknowledges people as individuals.
5. Coach and mold a diverse workforce into a cohesive, highly productive team.

Practicum - Compulsory

This is a capstone course in the Diploma programme. You will have tangible opportunity to showcase the skills you have learned in the programme. Each student is required to prepare a supervised project that brings together all of your learning. As you work on your project, a faculty member will provide one-on-one mentoring and support. You can choose to focus on an industry, firm or client. The Practicum gives you an opportunity to provide real value back to the organisation in terms of managing strategic projects with analysis and recommendations.

Programme Structure

These courses bring up to date practical real world solutions for today's business challenges. The courses are tutor led and filled with practical exercises and case studies, relating the underlying theory to your every day work environment. Our approach to the material enables students to immediately apply the course work to their job.

Duration:

3 terms each 12 weeks in duration.
2 modules per term (4hrs per week)
144 contact hours for each certificate

Participants will receive 2 Continuing Educational Units (CEU's) for each module 1-5 that is satisfactorily completed.

Graduands will receive a certificate in management from AMA/TBS

For registration or further information, please contact: Ms. Valerie Inniss - Tel:226-8906 or register online @ www.businessschool.com

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