



I am Certified Business Professional

The CBP Marketing is geared towards persons interested in pursuing a career in marketing or improving their marketing skills. The course provides the essential information and skills required by professionals who have to make marketing decisions that are important to the direction performance of an organization or business. If a particular approach to marketing in any environment is what you need, then this course is for you.



Description

The CBP Business Communication manual covers the following topics:

- Introduction to Marketing
- Consumer Behavior
- Developing A Marketing Plan
- Introduction To Product And Market Assessment
- Target Marketing And Segmentation
- Brand Positioning
- Marketing Strategy
- Communication Goals
- Product Planning
- Pricing
- Distribution
- Technology In Marketing

Prerequisites

This course requires that students meet the following prerequisites:

- The candidate must have a commitment to the pursuit of excellence.
- The candidate must have completed or be in the process of completing a high school or secondary school diploma or similar educational standards.

Who Should Attend

- Middle to Upper Management Roles.
- Executive & Leaders looking to improve their Staff Skills/Productivity.

Course Objective

Successful completion of this course will increase your knowledge and ability to understand :

- Understand consumer buying decision process
- Clarify consumer behavior and its effect on purchases
- Develop effective marketing plan
- Analyze the product and market assessment
- Define your target market and the ability to segment any market
- Define your pricing strategy
- Build a successful distribution plan.
- Build effective digital plan
- Evaluate you plan and link it to the ROI
- Human Resources Members, Head of Departments, Team Managers/Leaders, and Supervisors

Certification Testing

This course helps you prepare for the following certification test CBP E30-708.

- Achieving more than 70% in the test conducted at the end of the course

Arrange to take the certification test for this course within six weeks of acquiring the course materials, as exams are updated regularly in accordance with current versions.

Approvals & Accreditation

- The Ministry of Labour, Kingdom of Bahrain
- International Business Training Association (IBTA)

For more information please feel free to contact:

Invita Training Center | P.O. Box 1197 | Manama | Kingdom of Bahrain
Tel: +973 17 506000 | Fax: +973 15 500202 | info@invita.com.bh

Follow us on:



ISO 9001:2015 CERT. NO.: 75903