



Hands-on practical knowledge and skills to successfully marketing is the heart of any business seeking success in today's market dynamics. The overall marketing umbrella covers both the strategic and tactical levels. That includes pricing strategy, product management, distribution channel design, advertising, public relations, promotions and sales. Marketing is a process by which goods or service is introduced and promoted to potential customers. In today's changing world and dynamic business environment, RITI sensed the need for a new version of its Art of Marketing Diploma, which will facilitate the market, the learners, and business professionals in such a dynamic and changing field and take it to a new dimension by offering in association with AIM Consulting the all new "Applied Professional Marketing Diploma". Together RITI and AIM Consulting, aims to develop you personally and professionally, and encourage the development of highly marketable skills, thereby enhancing your career prospects and giving you the tools to secure your dream job.

**Overview:**

The Diploma is designed to build on the current market needs, and provide a new version that fits better the new era of business that we are facing today, it stresses three main aspects that are considered crucial to any modern organization, such as the role of marketing within an organization and among other departments, emerging marketing strategies for our times, and the practice of marketing communications as applied by market leaders.



**Who Should Join:**



This program is designed for anyone who career require a solid grasp on marketing, and who's past education and career have crystallized a need to understand marketing and how it functions within an organization such as fresh graduates aiming to pursue a marketing career and specialists willing to shift their careers to marketing or marketers with marketing prior experience willing to enrich their knowledge and get a better understanding of the knowledge and skills behind the subject to achieve further in their careers.

**Prerequisites**

Participants attending this course should have basic knowledge and/or a true passion for the study of business and management, preferably with some commercial, sales, marketing or business development interest. Also business professionals with technical backgrounds such as Engineers, Pharmacists, Physicians, or any other technical background willing to increase their business and commercial understanding. Furthermore, innovative startups and entrepreneurs which are in a need for grasp on the application of marketing for their new ventures.



### **Outlines**

Module 1: Foundation Module (10 Weeks) 60 Hours

1. Understanding the marketing Process
2. Fundamentals of Marketing Research
3. Consumer Buying Behavior
4. Managing Marketing Communication (IMC)

Module 2: Application Module (8 Weeks) 48 Hours

1. Marketing in the Service Economy
2. The Challenge of Marketing Internationally
3. Digital and Social Media Communication
4. Special Topics in Marketing

Module 3: Integration Module (6 Weeks) 36 Hours

1. Strategic Brand Management
2. Applied Marketing Strategy
3. Public Relations and CSR

Module 4: Workshop and Seminar (2 Weeks) 12 Hours

Optional 2 days Business Simulation is offered for a separate certification  
Extra 16 hours, for an Extra Fees)