

Applied Marketing Diploma

Why our marketing diploma?

- Training is designed around case studies and real examples
- Intensive hands-on learning experience with tangible takeaways.
- High-caliber experts will lead the training.

Who should attend?

- New to mid-level marketers, digital, communications or sales staff
- Experienced staff who are new to marketing

Instructors' Profile

This program is conducted by a group of professions who have a profound academic background as all of the instructors are master degree holders or higher, in addition, they all have a deep practical experience acquired through their work in the field of marketing. This unique mix enriches the professional side of the diploma and allows the participants to apply the theoretical work studied in a more practical context.

Admission criteria

- A bachelor's degree from a recognized university with a minimum grade of "good" or a minimum grade point average of 2.3.
- Two years of professional work experience is required.
- Applicants should pass the Standard English Proficiency Test (SEPT) or an equivalent test.
- Riti alumni are exempted from the Standard English Proficiency Test.

Modules

Essentials (9 hrs)

- Essentials of Marketing
- Essentials of consumer behavior
- Essentials of Marketing Research
- Essentials of Social Media Marketing

Strategy (12 hrs) + project equivalents for 1 hr

- Content Marketing
- Leading the Marketing Planning Initiative
- Advanced Marketing Planning
- Measuring Marketing ROI
- Successfully Managing the Creative Process

Branding (6 hrs) + case critique equivalent for 1 hr

- Strategic Brand Development
- Brand Storytelling

Customer Experience (12 hrs) + project equivalents for 1 hr

- Rethinking the Customer Experience
- Integrated Marketing Communications

Digital (12 hrs) + project equivalents for 1 hr

- Digital Strategy and Analytics
- Search Engine Optimization (SEO)

Sales & Marketing (6 hrs)

- Aligning Sales with Marketing

Data & Analytics (9 hrs) + project equivalents for 1 hr

- Winning with Analytics

Special topics (3hrs session per topic = 9 hrs)

Duration:

- 80 hours

Methodology

- Interactive sessions
- At least 2 projects: international case and another real case from the local market
- Key note speakers
- Case reviews

Assessment:

- Assessment Per Each Course