



# MARKETING MANAGEMENT

DIPLOMA, 1 YEAR

## **Marketing Management**

Diploma, 1 year

In today's dynamic business environment, and all over the world, managers are constantly being challenged to make the right decisions in as fast and efficient way as possible.

Our Diploma in Marketing Management offers a solid introduction to the world of Marketing, a field in which we have been world-leaders for decades. This Diploma will familiarise you with all those aspects of Marketing, Management, and Business Policy that form an essential part of today's business world.

We will offer you a unique combination of knowledge and skills and imprint on you the latest marketing techniques and tools. You will become able to carry out problem analysis and provide solutions and learn from the successes and failures of others through case studies and real-life examples.

This Diploma is ideal for those seeking to make a start in the world of Marketing, but also for those who have been working in and around Marketing for years but who would like an update on the latest developments in this exciting and ever-changing field.

### **Core Modules**

1. Marketing Management
2. Economics
3. Business Organisation
4. Statistics
5. Business English
6. Business Law

### **Assessment**

Written exam (unseen) - 100%