STRATEGIC MARKETING, CERTIFICATE OF COMPLETION

Requirements

Workforce preparation for increasing strategic marketing skills that enable students to develop improved social media communication and sharpen planning and goal setting skills. Enhance retention of long-term customers to increase profitability through creation and implementation of marketing strategies.

Code	Title	Units
MKTW NC001	Marketing Fundamentals	0
MKTW NC002	Business Branding	0
MKTW NC003	Market Positioning	0
MKTW NC004	Digital and Mobile Marketing	0

Learning Outcomes

1. Properly develop social media profiles to engage in customer and organizational relationships to increase sales and profitability for organizations
2. Students develop skills which will give them opportunities to do strategic marketing development and immediate social media campaigns
3. Expand accuracy and fluency in marketing segment knowledge and theories to communicate necessary information to obtain or expand employment work or create a social media strategy for entrepreneurial expertise