

Certificate in Sales and Marketing (Level 5)

Course overview and outline

Sales and Marketing Level 5 Certificate: A small marketing budget doesn't mean you can't meet your goals and business objectives. You just have to be more creative in your marketing tactics. This **Sales and Marketing Level 5** course will show you how to get maximum exposure at minimum cost.

While millions of people worldwide may be hooked on social media, comparatively few truly understand its limitless power and lucrative potential. This exclusive **Sales and Marketing Course** has been designed for anyone looking to join the latter group. Whether interested in joining a marketing team, boosting the performance of your own business or perhaps even starting your own digital consultancy from scratch, this outstanding distance learning programme is not to be missed. With no prior knowledge or experience required, you have every opportunity to become the next social media marketing powerhouse!

This self-paced programme is available 24/7 providing you with the flexibility to train at the pace, location and time of your choosing.

What Will I Learn From This Digital Marketing Diploma:

- An understanding of the true scope, power and influence of Digital Marketing
- The ability to consider social media from a business perspective
- How to develop an effective and workable social media plan
- The role of competitor analysis and authority development
- Knowledge of the 'Five Ps' of social media marketing
- How to build a social media marketing team from scratch
- The use of social media for brand development and reputation management
- The opportunity to pursue a variety of rewarding careers

Reaching to the potential and existing customers for marketing a company's products and services is a key component for increased sales for a business. **Sales and Marketing** was never been as evolving a field as it has become now with the advancement of technology and you need to know what's working today if you're going to stay competitive in the market.

Career path

This Sales and Marketing Course attracts employers from all over the world. The certificate holder can have a career as a Marketing Executive, Marketing Officer, Marketing Manager, Sales Officer, Sales Executive, Marketing and Sales Executive, or Marketing and Sales Consultant Analyst.

Certificate Syllabus

This Sales and Marketing Course Consists of the following units:

Unit 1 - Marketing: An Overview

This Sales and Marketing unit covers the following topics:

- Marketing Concept
- Production Concept
- The Marketing Mix
- Plus More

Unit 2 - What is a Marketing Environment?

This Sales and Marketing unit covers the following topics:

- The External Environment
- Situation Analysis
- The Micro-Environment
- Demographic Factors
- Plus More

Unit 3 - Markets and Market Segmentations

This Sales and Marketing unit covers the following topics:

- Consumer Markets
- Organisational Markets
- The Main Features of Organisational Markets
- Plus More

Unit 4 - Consumer Behaviour

This Sales and Marketing unit covers the following topics:

- Meaning of Consumer Behaviour
- Importance of Understanding Consumer Behaviour
- Types of Consumers
- Plus More

Unit 5 - Market Research

This Sales and Marketing unit covers the following topics:

- The Research Process
- Approaching Respondents
- Interview Technique
- Plus More

Unit 6 - Marketing Planning

This Sales and Marketing unit covers the following topics:

- The Marketing Planning Process
- The Marketing Audit
- Corporate Objectives
- Promotional Strategies
- Plus More

Unit 7 - Understanding Creativity & Innovation

This Sales and Marketing unit covers the following topics:

- Creativity and Innovation
- Individual Creativity
- Developing the Right Environment for Creativity
- Plus More

Unit 8 - Individual and group innovation techniques for creativity

This Sales and Marketing unit covers the following topics:

- The RAP Model
- Understanding Mind Mapping
- Creating a Mind Map

Unit 9 - Techniques for Maximum Sales

This Sales and Marketing unit covers the following topics:

- What is Motivation?
- Supervising and Motivation
- Why is Motivation Important?
- Identifying Motivators
- Motivational Theories

Unit 10 - Building Relationships and Getting the Sale

This Sales and Marketing unit covers the following topics:

- Customer Focused Selling
- Communication Skills for Relationship Selling
- Plus more

Unit 11 - Creating a Powerful Sales Presentation

This Sales and Marketing unit covers the following topics:

- Key Elements of Business Proposals
- Preparing for a Presentation
- Plus more

Unit 12 - Tactics for Overcoming Sales Objections

This Sales and Marketing unit covers the following topics:

- Observation Skills
- Handling Customer Complaints
- Overcoming Objections
- What are Objections?
- Handling Objections

Unit 13 - Understanding body language to make more sales

This Sales and Marketing unit covers the following topics:

- Understanding Body Language
- Understanding Facial Expressions
- Creating Relationships
- Voice Characteristics

Unit 14 - Story Marketing for Small Business

This Sales and Marketing unit covers the following topics:

- Story Marketing Toolkit
- Storytelling Essentials
- Ingredients of a Good Story
- Setting Goals
- Positive vs. Negative.
- Connecting with Customers

Unit 15 - Promoting a Marketing Webinar

This Sales and Marketing unit covers the following topics:

- The Webinar
- What is a Webinar? Why Use Webinars?
- Webinar Marketing Objectives.
- Marketing Webinars

Unit 16 - Using Social Media for Marketing

This Sales and Marketing unit covers the following topics:

- What is Social Media?
- Developing a Social Media Plan
- Building Your Social Media Team

Unit 17 - Brand Building Through Social Media

This Sales and Marketing unit covers the following topics:

- An Introduction to Brand Building through Social Media
- Creating Brand-Focused Messages
- Plus more