

Strategic Marketing Certificate



The Power Of Knowledge





Course Content:

- 1. Marketing: Managing Profitable Customer Relationships
- 2. Company and Marketing Strategy
- 3. Managing Marketing Information
- 4. Consumer Markets and Consumer Buyer Behavior
- 5. Segmentation, Targeting, and Positioning.
- 6. Product, Services, and Branding Strategies
- 7. New-Product Development and Product Life-Cycle Strategies
- 8. Pricing Considerations and Approaches
- 9. Marketing Channels and Supply Chain Management
- 10. Integrated Marketing Communication Strategy
- 11. Conclusion and Marketing Plan.
- 12-Digital Marketing brief.
- 13. Cases, Workshops and individual assignments...
- 14- Full Marketing Plan Development.
- 15-Final Exam



Course Schedule:

30 Hours
6 Lectures
5 Hours / Lecture

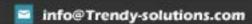
Course Venue:

AASTMT - Sheraton Campus . Post Graduate Studies Building



Address: El Moushir Ahmed Ismail St. Sheraton Al Matar, Heliopolis, Cairo Governorate





Course Requirements:

University Graduate. Good Command Of English.

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Who should Attend:

- Sales and Marketing professionals.
- Small Business Owners.
- Freelancers.
- ✓ Customer Care Specialists.

Course Fees:

3450 LE Total Fees (Paid in 2 installments before the course) \$ 250 For Non-Egyptians

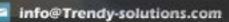
500 LE Discount (For Group of 3 or more)

Fees include:

- Strategic Marketing Certificate Accredited from Arab Academy of science and Technology (Graduate School of Business) after attending at least 80% of course with good Performance.
- ☑Printed Course Materials





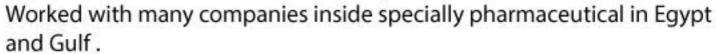




Course Instructor

Dr.Tamer Salah

- -Marketing & Business instructor in Egypt & UAE.
- -Marketing Consultant, Freelance Corporate Trainer.



- -9 years experience in sales and marketing in multinational companies.
- Founder and Marketing Manager of a successful Business solutions
 Company .
- Bsc.of pharmacy, Ain shams university,
- -MBA in Marketing, Arab Academy for Science and Technology.
- -DBA in Marketing (in Progress)

(Doctorate of business Administration) Marketing .

www.Tamersalah.com





info@Trendy-solutions.com

Registration & Admission





1-Kindly Fill the details in this Application Form .

2-To Complete the Registration kindly Deposit 1000 LE to the following Bank Account

National Bank of Egypt 1485010332860200018

3-and send a copy of the Receipt via what's App. or E-mail

What's App. 01020200878

Email: Info@Trendy-solutions.com

4-You will Receive a message shortly confirming your registration.

Importants Notes:

- SMC Course is Available only in AAST Sheraton Campus and is not available in Alex , Dokki or Smart Village .
- SMC Course Lectures will be held in sheraton campus.
- ✓ All Registration, organisation & Payment process is Facilitated by Trendy Solutions Company for any Inquiry don't hesitate to call 01020200878

Click to APPLY NOW!!