



الأكاديمية العربية للعلوم والتكنولوجيا والنقل البحري  
Arab Academy for Science, Technology & Maritime Transport



# Strategic Marketing Certificate

**The Power Of Knowledge**





**AASTMT Sheraton Campus**

**Sheraton Campus**

**Strategic Marketing Certificate**

### **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



 **01020200878**

 **info@Trendy-solutions.com**



## 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



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## Course Instructor

### *Dr. Tamer Salah*

- Marketing & Business instructor in Egypt & UAE .
- Marketing Consultant , Freelance Corporate Trainer .
- Worked with many companies inside specially pharmaceutical in Egypt and Gulf .
- 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](http://www.Tamersalah.com)

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## Registration & Admission



ASTMT Academy for Science, Technology & Maritime Transport



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**
- ✓ The contact person for SMC Course in AAST is  
**MR.Ahmed El Helaly**  
Graduate School of Business  
Sheraton Campus -3rd Floor  
01229000877

**Click to APPLY**

**NOW !!**