

Name of the Program  
**Diploma in Marketing**  
Certified by SQA and SCQF

**Program Summary:**

This diploma will provide candidates the opportunity to gain advanced knowledge in Marketing Management. The syllabus cover the concepts & relevant theories of **marketing, marketing process, marketing environment, consumer behaviour, market segmentation, marketing mix, selling & direct marketing, services marketing, different types of markets and international markets**

**Upon Completion of this program trainees will be able to:**

1. Markets and Marketing
2. The Marketing Process
3. Customer Focus
4. The Marketing Environment
5. Stakeholders
6. Market Segmentation and Positioning
7. Products
8. New Product Development
9. Place and Distribution
10. 4 pieces
11. Selling and Direct Marketing

**Targeted Trainees:**

1. Fresh graduates intending to enter the Marketing field

**Duration of the Program :**

100 Hours

**Exams/Assignments:**

- 1- Online Examination
- 2- Lectures, tutorials, case studies, hand on practical exercises

**Certificate:**

Diploma in Marketing Achievement Certificate from IQN

**Fees:**

BD 800/- with e-book and Exam

**Days:**

Monday – Thursday

**Timing:**

05:00pm – 8:00 pm

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