



## EDUCATIONAL COACHING CENTER

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# Marketing Diploma Course

### Course Description

The Marketing Diploma program offers a comprehensive exploration of marketing strategies, equipping students with the knowledge and skills necessary to excel in the dynamic and evolving field of marketing. This program integrates core concepts from business, leadership, human resources, accounting, and more, providing students with a holistic understanding of effective marketing practices. Through practical projects and hands-on experience, students will learn to create impactful marketing campaigns, analyze consumer behavior, and contribute to strategic decision-making.

### Career Opportunities

Graduates of the Marketing Diploma program will possess a comprehensive skill set suitable for various marketing roles across industries. Potential career paths include digital marketing, advertising, market research, brand management, public relations, and more. The comprehensive curriculum equips graduates to navigate diverse marketing challenges, create impactful campaigns, and contribute to organizational success.

### Unit 1: Business and the Business Environment

Gain insights into the multifaceted nature of business operations and their interaction with the external environment. Analyze economic, social, political, and technological factors shaping business decisions.

**Learning Outcomes:** Students will be able to assess the impact of external factors on business, evaluate business environment trends, and make informed decisions considering ethical considerations.

### Unit 2: Marketing Processes and Planning

Explore marketing fundamentals, including market research, consumer behavior analysis, and marketing strategy development. Develop the ability to create effective marketing plans and adapt strategies to evolving markets.

**Learning Outcomes:** Upon completion, students will demonstrate proficiency in designing comprehensive marketing strategies, leveraging digital marketing techniques, and evaluating marketing campaign effectiveness.

### Unit 3: Human Resource Management

Examine the principles of managing human resources within organizations. Learn about recruitment, training, employee development, and employee relations.

**Learning Outcomes:** Students will acquire skills in HR management, employee engagement, conflict resolution, and leadership in a diverse workforce.

### Unit 4: Leadership and Management

Understand the dynamics of effective leadership and management. Develop skills in decision-making, communication, and team management to lead organizations successfully.

**Learning Outcomes:** After this unit, students will demonstrate proficiency in leading teams, applying management techniques, and fostering a culture of innovation.



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### **Unit 5: Accounting Principles**

Learn fundamental accounting concepts, financial statements analysis, and budgeting techniques. Acquire the ability to interpret financial data for informed decision-making.

**Learning Outcomes:** Students will develop skills in interpreting financial statements, analyzing budgets, and using accounting data to drive strategic decisions.

### **Unit 6: Managing a Successful Business Project (Pearson Set)**

Engage in a practical business project, applying concepts from various units to solve real-world challenges. Develop project management and problem-solving skills.

**Learning Outcomes:** This unit will enable students to demonstrate project management skills, apply theoretical knowledge, and present a comprehensive business project.

### **Unit 10: Recording Financial Transactions**

Develop practical skills in recording financial transactions accurately. Understand bookkeeping techniques and the importance of maintaining clear financial records.

**Learning Outcomes:** Upon completion, students will be proficient in recording financial transactions, maintaining accurate financial records, and applying basic bookkeeping principles.

### **Unit 19: Research Project (Pearson Set)**

Engage in a research project to develop critical research and analytical skills. Apply research methodologies to explore a management-related topic.

**Learning Outcomes:** After this unit, students will be able to plan and conduct research projects, analyze data, and present research findings effectively.

### **Unit 20: Organizational Behavior**

Study the behavior of individuals and groups within organizations. Explore topics such as motivation, communication, teamwork, and organizational culture.

**Learning Outcomes:** Students will develop an understanding of human behavior in organizations, apply motivation techniques, and foster effective communication.

### **Unit 13: Human Capital Management**

Dive deeper into human resource management, focusing on talent acquisition, development, and retention strategies.

**Learning Outcomes:** Upon completion, students will be proficient in designing human capital strategies, implementing talent management programs, and fostering employee growth.

### **Unit 33: Marketing Insights and Analytics**

Learn about marketing analytics, data interpretation, and insights generation. Develop skills to make informed marketing decisions.

**Learning Outcomes:** After this unit, students will be able to analyze marketing data, generate insights, and use analytics to optimize marketing strategies.





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### **Unit 34: Digital Marketing**

Explore digital marketing strategies, including social media, content marketing, SEO, and online advertising.

**Learning Outcomes:** Students will develop skills in creating digital marketing campaigns, analyzing online consumer behavior, and optimizing digital marketing strategies.

### **Unit 35: Integrated Marketing Communications**

Study the integration of various marketing communication channels for cohesive messaging. Learn about advertising, public relations, and branding.

**Learning Outcomes:** Upon completion, students will be proficient in developing integrated marketing communication plans, managing brand identity, and executing effective advertising campaigns.

### **Unit 43: Business Strategy**

Develop strategic thinking skills and explore frameworks for formulating effective business strategies.

**Learning Outcomes:** Students will be able to analyze competitive landscapes, devise business strategies, and implement strategic initiatives.

### **Unit 57: Business Intelligence**

Learn about business intelligence concepts, data analysis, and how to leverage data for informed decision-making.

**Learning Outcomes:** Upon completion, students will be proficient in using business intelligence tools, analyzing data, and making data-driven decisions.

