

PROFESSIONAL CERTIFICATE

MARKETING MANAGEMENT & PUBLIC RELATIONS

This programme covers fundamental marketing management and its impact on business success. Students will master the marketing mix—Product, Place, Price, and Promotion—while learning to differentiate between consumer needs, goods, and services. The curriculum explores micro and macro environments, competitive advantage, and the roles of public relations and mass communication. This programme culminates in the integration of these elements to formulate a comprehensive strategic marketing plan.

Program Outline

- Basic concepts in marketing management
- The internal marketing environment
- The external marketing environment
- Formulating a marketing strategy
- Understanding 'Product' in the marketing mix
- Understanding 'Place' in the marketing mix
- Understanding 'Price' in the marketing mix
- Understanding 'Promotion' in the marketing mix
- The role of public relations and mass communication in business
- Formulating a strategic marketing plan

Program Details

Program Type: Professional Certificate

Study Mode: Online, distance, or
classroom

Duration: 3 Months

Accreditation Partner:



ICB
ACCREDITED BUSINESS
QUALIFICATIONS

Further Information



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