

# Marketing Strategy Associate Level Certification



## What participants will learn

- Participants will be familiar with the key concepts in marketing strategy.
- Participants will get a basic understanding of how Marketing Strategy framework helps to effectively manage Sales and Marketing efforts in any organization.

## Audience Profile

Anyone interested in knowing more about Sales and Marketing can take up this course and exam for free.

## Takeaways

- High quality online videos
- Classroom study materials
- Mobile Apps
- Engaging case studies
- Full-length simulated exam
- Chapter tests
- Study guides and podcasts
- 10 PMI® PDUs
- SMstudy Certified Marketing Strategy Associate certification by SMstudy

## Examination Guidelines

An online unproctored exam will be conducted at the end of the course. The exam format is as follows:

- Multiple Choice
- 40 questions for the exam
- One mark awarded for every right answer
- No negative marks for wrong answers
- 30 questions need to be answered correctly to pass
- 60 minutes duration

## Prerequisites

There is no formal prerequisite for this course.

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## Course Outline

### Introduction

- Evolution of Sales and Marketing
- Corporate Strategy and its Relationship to Sales and Marketing
- Aspects of Sales and Marketing
- Levels of Sales and Marketing Strategy
- Marketing Strategy Overview

*The theory sections mentioned here will be aided by case studies, exercises and simulations for practical/experiential learning.*

### Analyze Market Opportunity

- Determine Strengths and Weaknesses
- Determine Opportunities and Threats

### Define Competition, Targeting and Positioning

- Identify Competition
- Select Target Segments
- Create Differentiated Positioning

### Determine Pricing and Distribution Strategies

- Determine Pricing Strategies
- Determine Distribution Strategies

### Determine Metrics, Objectives, Marketing Aspects and Budget Allocation

- Determine Metrics
- Determine Objectives
- Decide Marketing Aspects and Allocate Budget