

MARKETING MANAGEMENT COURSE BROCHURE 2022



INTRODUCTION

Welcome to the Marketing Management Online Course Brochure!

Here you will find all the information you need to learn about this exciting course, its subjects and which colleges you can choose from!



WHY STUDY ONLINE?

There are loads of benefits to studying online - it's so convenient and can be done from anywhere, in YOUR OWN TIME! With our TVET Online Learning partners, we have designed our Marketing Management Online Course to be accessible, affordable and engaging - making your online learning experience exceptional!

WITH ONLINE LEARNING, YOU WILL RECEIVE:

Flexible payment options:

Now, you can choose from one of our interest-free payment plans.

Night and Day Assistance:

You can study at any time, so we are available at any time. Your Student Success Officers are there for your technical and administrative needs, 24/7.

Gamification:

Earn points and real-life rewards for doing your coursework and assignments.



Instant Acceptance:

Know if you qualify right away!

Online Registration:

No more long lines! Register, and upload your documents all through the portal.

Online Orientation:

Do your orientation from anywhere, in your own time. Just log in and start whenever you're ready.

ABOUT THIS COURSE:

The Marketing Management National Diploma Course

teaches students everything from designing marketing campaigns, managing brand strategies from beginning to end, to properly allocating a marketing budget.

This course is available through:

Coastal KZN TVET College



COURSE BREAKDOWN:

Marketing Management

The Marketing Management module teaches students about the various target markets, consumer behaviour, the marketing mix, marketing strategies and more. Learn the theory behind advertising and its role in marketing strategies.

Sales Management

The Sales Management module prepares students to run a successful sales team - with a strong focus on customer experience and great customer service.

Advanced Sales Management

The Advanced Sales Management module is the final preparation and training for students, to enable them to run a successful sales team - with a strong focus on customer experience and great customer service.





Marketing Research

The Marketing Research module teaches students how to gather information about their target markets and use it successfully, to the benefit of their company or brand.

Management Communication

Learn the different disciplines of communication, motivation, and self-image as tools in the organisation. You will also be taught how to properly write business communication documents.

Entrepreneurship and Business Management

Understand the pros and cons of starting your own business. Learn how to draw up an effective business plan and all the necessary aspects needed for execution.



#GETREADYFORWORK

FEE STRUCTURE

Each certificate from N1 - N6 consists of 4 subjects which you will need to complete before being able to progress.

MARKETING MANAGEMENT STUDIES 2022

SUBJECTS:	1	2	3	4
Costs ^(Vat incl)	R1 886	R3 772	R5 658	R7 544
Instalment	-	R754,40	R1 131,60	R1 508,80

 A student may choose to do more subjects @ R 1 886,00 per subject.

HOW TO APPLY:

- 1** VISIT WEBSITE onlinelearning.thestudenthub.co.za
- 2** SELECT A COLLEGE AND CHOOSE THE COURSE YOU WANT TO STUDY
- 3** FILL IN THE QUICK APPLICATION FORM ON THE COURSE PAGE
- 5** WAIT 15 MINUTES TO FIND OUT IF YOU HAVE BEEN ACCEPTED
- 6** FOLLOW THE INSTRUCTIONS TO COMPLETE YOUR REGISTRATION AND BEGIN STUDYING

CONTACT US

Email: apply@thestudenthub.co.za

Whatsapp: 068 404 8888

thestudent hub