



**NOTTING HILL**™  
COLLEGE  
**SCHOOL OF BUSINESS**

# Post Graduate Diploma in Marketing & Sales Management



**KEEP UP WITH  
THE MARKETS SPEED**

## MARKETS MOVE FASTER THAN MARKETING

Sales management and marketing, more than any other endeavour, are impacted by the growing complexity of the changing business environment.

In today's cut-throat competitive market environment, competition in both domestic and international markets has increased the job opportunities in the marketing sector. Marketing jobs will grow faster than average through 2014, and those employees handling the heavy work pressure will be well compensated with attractive salaries.

Notting Hill College – School of Business offers a Post Graduate Diploma in Marketing & Sales Management that suits every learner's lifestyle and responds to the field demands.

### Aims of the Course

#### ADVANCED, PROFESSIONAL EDUCATION IS A REQUIREMENT TO MEET THE CHALLENGES AND OPPORTUNITIES OF TOMORROW

The Postgraduate Diploma in Marketing & Sales Management is intended for people who aspire to assure themselves and their organizations of future prosperity throughout business environment changes - fast track, proactive sales & marketing professionals, doers, dreamers, entrepreneurs... Our diploma programme provides the latest tools, techniques and leading-edge thinking to help you recreate the marketing mix and retain your competitive edge.

The 9 months Postgraduate Diploma in Marketing & Sales Management presented by NHC School of Business is aimed at tomorrow's leaders in sales management and marketing seeking to develop their knowledge, skills and understanding of business environment challenges.

#### Upon completing this diploma programme, delegates will:

- Gain Marketing principles and customer relationship management
- Identify marketing research process, sampling, data collection, and data analysis
- Identify Marketing mix
- Gain analytical skills of marketing and finance
- Identify integrated marketing framework and its applications to marketing strategy
- Implement Marketing Strategy related to product policy, pricing, channels of distribution, and promotion
- Practice professional skills related to the sales & marketing career like; communication skills & presentation skills

### Course structure

Marketing & Sales Management Diploma programme at Notting Hill College – School of Business has been designed according to Sales & Marketing Executives International (SMEI); the worldwide organisation dedicated to ethical standards, continuing professional development, knowledge sharing, mentoring students and advancing free enterprise. Marketing & Sales Management Diploma programme at Notting Hill College – School of Business

consists of three modules. Each module gives its learners the opportunity to earn 9 credits; the whole carries 27 credits. The first module focuses on marketing and customer relationship management. The second module introduces the tools of market research and applied financial management. The third is devoted to the development of an integrated framework for strategic marketing.

#### Module 1

Marketing and Customer Relationship Management  
IMMEDIATE IMPACT ON YOUR JOB AND PREPARATORY FOR FUTURE RESPONSIBILITIES

#### Subjects

Marketing Principles  
Customer Relationship Management  
Sales Management

#### Module 2

Tools of Market Research and Applied Financial Management.

#### Subjects

Develop New Skills  
Market Research  
Financial Management  
Marketing Communications

#### Module 3

Development of an Integrated Framework for Strategic Marketing  
Broaden Perspectives

#### Subjects

Strategic Marketing Management  
E-marketing  
Business Law

#### Entry requirements

#### Upon completing this diploma program delegates will:

- Be eligible to earn 12 credits towards Eton University – College of Business & Management Master Degrees
- Be ready for SMEI Certification exams
- Master the core knowledge of Marketing and Sales Management
- Be prepared for the Marketing and Sales demands of today's business challenges
- Gain skills necessary to handle strategic issues in marketing
- Stay current in Marketing and Sales field

#### Entry requirements

- A university degree certificate with a minimum grade "Good".  
If not available: an experience letter for at least 2 years of general work experience.
- Two personal photos and your ID.
- English placement exam with a minimum Level "Vantage" for the current year.

#### Diploma Standard Price

Fees: £750

Duration: 6 – 12 months

#### Assessment

Assessment methods include assignments written in report format, in essay format, comparative analyses, case studies, a learning log, presentations, group work and exams.



#### Career opportunities

Graduates are ready to take their places in progressive marketing oriented organisations. In addition, many view the course as a stepping stone to further advanced education. Progression leads to the MBA and MSc in Marketing Management from Eton University which can be successfully completed after one further year of part-time study.



For more information contact us at:

**Notting Hill College Headquarters**

**Address:**

**SUITE B,  
29 HARLEY STREET,  
LONDON,  
W1G 9QR  
UNITED KINGDOM**

**Enquiries:**

**TEL: 0044 2081 33 2793  
E-mail: [info@school-of-business.co.uk](mailto:info@school-of-business.co.uk)**

