



# **PROGRAMME OVERVIEW**

## **MODE OF LEARNING**

DISTANCE

## **INTRODUCTION**

The Marketing Management programmes offer an overview of both the Marketing field as well as the Management field. Students are empowered with the necessary knowledge, relevant practical skills and applied competence to pursue rewarding careers covering the entire spectrum of Marketing to the end of the marketing chain which is Sales.

## **WHO SHOULD ATTEND**

Both direct and indirect entrants with a passion for marketing and all that it entails.

## **JOB OPPORTUNITIES AVAILABLE**

Marketing Specialist, Social Media Manager, Search Engine Optimization Specialist, Email Marketing Manager, Web Content Writer, Web Producer, Product Manager, Marketing Analyst, Advertising Coordinator, Advertising Manager, Public Relations Manager, Brand Manager, Media Buyer, Chief Marketing Officer, Digital Marketing Manager, Digital Marketing Director, e-Commerce Manager.