



Executive Development Interventions

MARKETING

Core Course Modules for Marketing and Sales

Any eight of the following half-day modules:

1. Outside-in strategy formulation: operating environment
2. Communication and media
3. Team-building and high-performance teams
4. Selling solutions
5. Value proposition development: CVP and EVP
6. Brand management: strategy, creative, channel, measurement
7. Communication plans
8. Marketing audits
9. Marketing strategy
10. Sales strategy

We offer up to 40 additional, optional, half-day modules on each of our subject areas that can be included to **customise your certificate course**.

