

CERTIFICATE IN MARKETING

Your first course in marketing provides skills in key areas.

The certificate gives an introduction to the most important and most interesting aspects of marketing: strategic and tactical marketing, business intelligence, marketing law and international marketing. Following the course, you will have the opportunity to continue on the Diploma in Marketing Management at favourable terms.

Marketing is everyone's concern

The Certificate in Marketing is a good start for those of you who look for a quick but comprehensive course in marketing. The philosophy behind the course is that all co-workers in a market-orientated organisation need knowledge of the subject. Marketing - provide knowledge and build confidence among customers – concerns everybody! The business's services or products should reach customers through joint efforts, where everyone feels involved. Hence the course is appropriate for specialists, such as salespeople or marketing assistants, but it is also aimed at those of you who do not have marketing or sales as your main task. You simply want a better understanding of market needs and desires in order to better contribute to the company's business.

Focus on techniques and methods

A comprehensive approach to marketing is presented. The course covers the entire marketing process, from the analysis and decision-making phase, by way of approach and planning, to implementation and follow-up. The course teaches marketing theory, but the focus is on the application of techniques and methods. The dialogue between theory and practice is central. You learn through real-life case studies, and through relating to your job.

At the end of course you should:

- ▶ know how to achieve greater market orientation
- ▶ have the ability to identify and assess changes in the external business environment
- ▶ independently be able to draw up a marketing plan
- ▶ have an understanding of marketing law
- ▶ have an insight into the rules of international marketing

Continue with further studies

The Certificate in Marketing can be seen as a stand-alone course, but it can also be a first step in your career development. After this course, you will have the opportunity to continue on the Diploma in Marketing Management course. Course module credits are transferred and the course fees are reduced.

COURSE CONTENTS

An introduction marketing

The first part of the course addresses the fundamental issues regarding the understanding of market needs and desires.

Strategic and tactical marketing

This now needs to be transformed into various action plans at the strategic and tactical level. However, the conditions for different businesses vary, some deal directly with the consumer and others only business to business. How great are the differences between these, and are there any similarities in how to advertise the company and the products in each case?

Business intelligence

Business intelligence is about the ability to obtain relevant information about what happens outside the company. The course covers how to gather and analyse this information.

Marketing law

Swedish marketing and competition legislation is now harmonised with EU regulations. This course offers deeper insight into the legal conditions of marketing: Legislation, Market Court rulings, Sectorial practice and the application of marketing ethics and morality.

International marketing

All companies will sooner or later have to face the option of international contacts. With a growing EU influence, it has become necessary to understand international marketing rules .

SCOPE

The course can be taken in two ways: either one night a week, 18.00-21.00, for 12 weeks or intensively for 5 days, 09.00-16.00. (The first day of the intensive course starts at 10.00.)

CERTIFICATES

An optional exam is given after the last session. To receive FEI's Certificate an exam pass mark is required as well as a 70% course attendance.

FEES

COURSE DATES
Go to www.fei.se

FÖRETAGS
EKONOMISKA

INSTITUTET

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