



A dedicated world brand program and certification

CME® Certified Marketing Executive program

If you are a Marketing Manager or Executive looking to advancing your career by attending a recognized Marketing Management training program on 15-18 of May, certified from an international Sales and Marketing certification body, then this is your right destination.

The Certified Marketing Executive Certification program awards the coveted "CME" designation from the Sales and Marketing Executives Institute (SMEI) to marketing managers and professionals.

SMEI is the only global sales and marketing professional association. SMEI's professional certification programs create a world wide standard of credibility for individuals seeking recognition for their professional competencies. The expert trainer -Willis Turner will lead 4 full days of training for "Certified Marketing Executive" with the latest methodology and tools.

Course will provide an understanding of the application of marketing theories, concepts, and practices as they relate to the management of the marketing function in a complex organization. Emphasis will be on the managerial aspects of marketing plans, including analysis of the external environment. A key element of the course will include the relationship of the "marketing mix" to strategic planning.

COURSE OUTCOMES

At the end of this course you will be able to confidently sit for the CME® exam and:

- Understand the fundamentals of implementing the marketing function in organizations
- Evaluate the social, legal, political and ethical concerns in marketing
- Understand the function of marketing in a competitive, dynamic global business
- Develop effective strategic and marketing analysis skills
- Enhance computer-based skills including on-line activities, written and oral communication, and information analysis
- Demonstrate an individual capability for meeting professional standards of conduct, quality, and skill as a marketing manager
- Learning experience with pre-reading assignments,
- Online quizzes, short lectures,
- LMS Access, flash cards, videos,
- One sitting for the exam
- Group work learning and case studies.
- E-book modules and practice exam.

The course price thanks to financial support from EYE Project

- BCC Members:€480
- Non-members: €880

Payment can be done in 2 rates:

- First payment after the confirmation of registration of participant
- Second payment 4 days before the training

Financial support is limited, register today by sending your resume at:

info@bcc-ks.org
jehona.lluka@bcc-ks.org or call 043600000