

## **BUSINESS MANAGEMENT & MARKETING COURSE**

### **DIPLOMA LEVEL**

- Principles of Selling
- Principles of Marketing
- Business Law
- Business management

### **HIGHER DIPLOMA LEVEL**

- Personnel Management
- Principles of Economics
- Sales & Marketing Practice
- Business Environment

### **PROFESSIONAL DIPLOMA LEVEL**

- Effective Management Techniques
- Promotional Practice Management
- Financial & Information Management
- Events Management

### **ADVANCED DIPLOMA LEVEL**

- Marketing Communication Strategy
- International Marketing Management
- Strategic Marketing Management: Planning & Control
- Strategic Marketing Management: Case Study