

SALES & MARKETING COURSE

DIPLOMA LEVEL

- Principles of Selling
- Principles of Marketing
- Business Communication
- Principles of Customer Care

HIGHER DIPLOMA LEVEL

- Managing Marketing Information Systems
- Promotional Practice
- Sales & Marketing Practice
- Business Environment

PROFESSIONAL DIPLOMA LEVEL

- Effective Management Techniques
- Managing Business Operations
- Financial & Information Management
- Promotional Practice Management

ADVANCED DIPLOMA LEVEL

- Marketing Communication Strategy
- International Marketing Management
- Strategic Marketing Management
- Strategic Marketing Management: Case Study