

Course Name	CBP™ Marketing
Course Code	CBP
Course Duration	2 Days
Course Structure	Instructor-Led
Course Overview	The CBP™ Marketing is geared towards persons interested in pursuing a career in marketing or improving their marketing skills. The course provides the essential information and skills required by professionals who have to make marketing decisions that are important to the direction performance of an organization or business. If a particular approach to marketing in any environment is what you need, then this course is for you.
Audience Profile	The CBP™ Professional-Marketing training program aims to prepare CBP™ trainees, especially those who have recently joined the field, the basic principles, concepts and methodologies in business communication and refines their skills by introducing them to the latest methodologies that allow them to make the most of their expertise.
Course Prerequisites	This course requires that students meet the following prerequisites: <ol style="list-style-type: none"> 1. The candidate must have a commitment to the pursuit of excellence. 2. The candidate must have completed a high school or secondary school diploma or similar educational
Course Outcome	Upon completion of this course, students will be able to: <ul style="list-style-type: none"> • Understand consumer behavior • Assess both the product and the market • Determine the price and distribution of the product • Product presentation, pricing and distribution • Analyze marketing strategy • Assess technology into the marketing process, including the use of web sites, email marketing, search engine marketing, and social media marketing • Assess and evaluate marketing plan

Assessment/Evaluation	International Certified Business Professional Exam – Marketing This Topic prepares candidates to take the Certified Business Professional exam – CBP™ E30-708.
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Course Details	
Topic	<p>Topic 1: Introduction to Marketing</p> <p>Topic 2: Consumer Behavior</p> <p>Topic 3: Developing A Marketing</p> <p>Topic 4: Introduction To Product And Market Assessment Plan</p> <p>Topic 5: Target Marketing And Segmentation</p> <p>Topic 6: Brand Positioning</p> <p>Topic 7: Marketing Strategy</p> <p>Topic 8: Communication Goals</p> <p>Topic 9: Product Planning</p> <p>Topic 10: Pricing</p> <p>Topic 11: Distribution</p> <p>Topic 12: Technology In Marketing</p> <p>Topic 13: Marketing Strategy Evaluation</p>