



## PROGRAM OVERVIEW

**Program Title:** Prestige Modern Marketing (PMM)

The Prestige Modern Marketing program is designed for businesses aiming to improve their online marketing skills using modern marketing techniques and achieve competitive advantage through various social media platforms.

**Type of training:** Business Skills Development

**Program length:** 12 months



## INSTRUCTIONAL DELIVERY METHOD(S)

- Human performance technology (HPT)
- Lectures on best practices & live demonstrations
- Critical thinking activities
- Experiential learning (learning through reflection on doing)
- Independent assignments specific to the business
- Action learning for effective problem solving

## STUDENT GROUPING

- Individual, 1:1 instructional training, in person or via distance learning

## START DATE

- Open for enrolment

## TRAINING INCLUDES

- 25 one on one instructional lessons, scheduled over a defined 52 weeks period
- Access to dedicated library of best practices, examples & digital templates
- Access to over 53 digital business development tools, customizable for the business situation
- Live video conferencing for tutoring and evaluations
- Secure collaboration portal

## PROGRAM OUTLINE

Prestige Modern Marketing training program gives you relevant and current insights to improve your online marketing effectiveness. This program will empower you with the knowledge and confidence to practice the marketing of the 21st century and be effective in getting sustainable & measurable results.



### DEFINED INSTRUCTIONAL OBJECTIVES

This program will provide you with an effective Action Plan Customized with your individual circumstances that you can easily implement to generate high quality LEADS.

- Determining your current online presence
- Developing an effective social media strategy
- Developing a distinctive digital identity & brand
- Strategic network development for your online platforms
- Strategic value delivery to your prospects & leads
- Relationship nurturing of your networks on social media
- Effective methods to initiate sales process
- Measuring your ROI
- Maximizing your productivity
- Outsourcing the management of social media

### MEASURABLE LEARNING OUTCOMES

- Clarity on your current online position
- market opportunities and competitive advantages
- Network development on social media platforms
- Measuring the effectiveness of your social media marketing campaigns
- Measuring your ROI on social media efforts
- Ability to outsource the management of social media to 3<sup>rd</sup> party
- Reduction of unexpected risks
- Implementable Execution of online marketing Plan tailored to your business

### ASSESSMENT METHOD(S)

The participants are required to complete various Case studies to apply the knowledge covered to their business situation. The participants submit their assignments to a secure & dedicated portal where the content is reviewed and evaluated.

- **Weekly assignments** that support the participants in understanding the concepts covered are reviewed and corrected as required
- **Various case studies** will be conducted where the Participants are assessed on their ability to apply the course concepts of Essential Business Skills to their specific business situations.
- **Business simulation** to develop strategic thinking, decision making, problem solving, financial analysis, market analysis, operations, teamwork and leadership.
- **Completion requirements:** the candidate is required to complete the assignments, within the timeline required per topic.



- **A certificate of completion** will be issued to confirm the completion of this training.

### COURSE COMPONENTS

**Prestige modern marketing program consists of the following components:**

1. Situation Analysis of your online presence
2. Developing your online strategy
3. Products & Services Description
4. Target Market Definition
5. Strategic Building of Network
6. Objectives for Target Market
7. Providing your online network with upfront Value Delivery
8. Providing your online network with Interactive Value Delivery
9. Relationship Nurturing of your network connections
10. Planning Campaigns & events
11. Optimize Your Productivity And Outsourcing
12. Measurement and ROI

### TRAINING COURSE TUITION

Tuition Fees	GST	Total Fees	Total training hours
<b>\$6,211.17</b>	\$310.56	\$6,521.73	36

### PAYMENT OPTIONS

Full payment is required at the start of the program

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