



Trasolegy

Training
Solutions
Egypt

Driving your success beyond Limitations

Diplomas in Marketing

PMO – Professional Marketing Officer

Diploma Overview:

Throughout this Diploma, participants shall be trained on all aspects of Modern Marketing from every single perspective, from its simplest approaches to the very complex and controversial trends and techniques that face Marketers and non – Marketers locally and Globally.

Who should attend?

The diploma will benefit those who want to enter this creative and challenging field, have been promoted or seeking career advancement and need marketing skills, are business owners wanting to incorporate it in their organization, or are current advertising, public relations, sales, or marketing professionals wanting to update their knowledge.

Diploma Delivery:

The course comprises instructor-led training seminars, supplemented by readings, exercises and practical group work. Workplace assignments, coupled with rich feedback, ensure that the delegate is able to apply the skills directly in the workplace.

Various formats are available, ranging from public to in-house courses, as well as part-time, full-day or hybrid formats. In-house courses can be co-branded. Content and schedules can be customized. Seminars and workshops may be scheduled more or less frequently at the client's discretion, either after hours or during a working day.

Diploma Assessment:

This diploma has a formal assessment mechanism. To obtain the diploma, delegates will need to complete and pass the following assessments:

- Two written assignments (Business Case and a Functional Specification)
- A business presentation
- An examination
- Contributions and participation
(Participants will be assessed informally based on class participation, discussions and activities)

Diploma Prerequisites:

To get the most value out of the course, it should be done at the right time in a person's career. Delegates and their companies will derive maximum benefit from the learning experience if they are able to apply the skills learnt in the workplace during the course.

Successful past candidates have been drawn from a wide variety of backgrounds and experiences. We therefore do not exclude any delegate who is strongly motivated to do the course, provided that they can show that they are able to find work-related projects, that involve requirements gathering and specification, while they are attending the course.

As a minimum, in order to be permitted to attend the Diploma, delegates should have:

- Fair Command of English.
- Have the active support and mentorship of their managers or instructors
(In case of Undergraduate participant)
- Have ready access to a PC and relevant software for course assignments.

Prospective delegates should complete our course readiness questionnaire, with their managers, to ensure that they are in a position to derive the best benefit from the diploma. Delegates whose score indicates that they may experience difficulties in completing the course may be excluded.

Diploma Duration: 120hrs

Learning outcomes:

After attending this diploma you will:

- Understand the framework to develop a marketing plan that will achieve short- and long-term objectives.
- Explore the most advanced market research methods.
- Hone your presentation skills for persuasive business and marketing messages.
- Gain a solid foundation in sales skills to create lasting partnerships and satisfaction with customers, manage accounts, and develop new business.
- Experience immediate on-the-job results by implementing the practical information obtained from industry experts in these courses.

Venue:

Trasology provides a wide range of different training experiences according to the Program nature and the clients' preferences.

We provide:

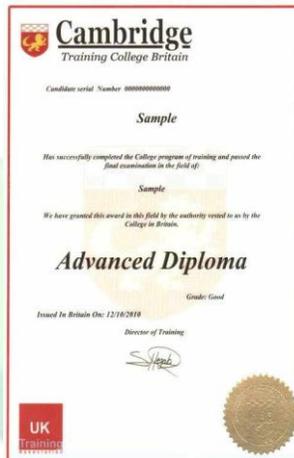
- In house Training
- Out of City training
- Trasology Premises Conference Room



Certificates:

Upon Completion of these diplomas, attendees are awarded two Certificates.

Cambridge Training College Britain



Trasology





Cambridge Training College Britain

Cambridge Training College Britain based in London is an independent private British Organization and a member of the British Training Association. Cambridge Training College promotes British examinations and qualifications conducted by British Examination boards in many training fields.

Board Statement:

“Over the last 25 years we've trained over one hundred thousand students, through 80 Centers in the Middle East. There are courses in Business, Finance, Sales, Human Understanding, Journalism, Art, English, Healthcare, TV production and others. Students Who pass our examination is awarded certificates that are internationally respected by Employers, and provide a good stepping stone in their careers”.

In Partnership with Cambridge Training College, Trasology provides specialized accredited Diplomas:

FNF	Finance for Non Finance
CCM	Certified Credit Manager
IBL	International Business Law
BAS	Business Analysis Specialist
PMO	Professional Marketing Officer
PSCO	Professional Supply Chain Officer
CBOS	Certified Banking Operation Specialist
PHRO	Professional Human Resources Officer
PAFO	Professional Accounting & Finance Officer
CSMES	Certified Small and Medium Enterprises Specialist