

# Marketing Strategy Professional Level Certification



## What participants will learn

- Participants will be able to define a product or brand's unique value proposition, target markets, and strategies to connect with defined audiences.
- SMstudy Certified Marketing Strategy Professionals are facilitators who ensure that well-planned marketing strategies are in place to satisfy the goals set by the Corporate Marketing Strategy or Business Unit/Geographic Strategies.

## Takeaways

- High quality online videos
- Classroom study materials
- Mobile Apps
- Engaging case studies
- Full-length simulated exam
- Chapter tests
- Study guides and podcasts
- SMstudy Certified Marketing Strategy Professional certification by SMstudy

## Examination Guidelines

An online proctored exam will be conducted at the end of the course. The exam format is as follows:

- Multiple Choice
- 100 questions for the exam
- One mark awarded for every right answer
- No negative marks for wrong answers
- 120 minutes duration

## Audience Profile

This certification is appropriate for anyone who is interested in becoming a Marketing Strategy Professional.

## Prerequisites

There is no formal prerequisite for this certification. However, it is preferable to complete the SMstudy® Certified Marketing Strategy Associate and study the recommended processes from the SMstudy Guide – Marketing Strategy book before applying for the SMstudy® Certified Marketing Strategy Professional.

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## Course Outline

### Introduction

- Evolution of Sales and Marketing
- Corporate Strategy and its Relationship to Sales and Marketing
- Aspects of Sales and Marketing
- Levels of Sales and Marketing Strategy
- Marketing Strategy Overview

*The theory sections mentioned here will be aided by case studies, exercises and simulations for practical/experiential learning.*

### Analyze Market Opportunity

- Determine Strengths and Weaknesses
- Determine Opportunities and Threats

### Define Competition, Targeting and Positioning

- Identify Competition
- Select Target Segments
- Create Differentiated Positioning

### Determine Pricing and Distribution Strategies

- Determine Pricing Strategies
- Determine Distribution Strategies

### Determine Metrics, Objectives, Marketing Aspects and Budget Allocation

- Determine Metrics
- Determine Objectives
- Decide Marketing Aspects and Allocate Budget