



ICB BUSINESS MANAGEMENT INTERMEDIATE LEVEL

MARKETING MANAGEMENT AND PUBLIC RELATIONS (MMPR)

This subject introduces students to the fundamental marketing management concepts, covering the essential principles of marketing and its impact on business success. Students will learn to distinguish between consumer needs and wants, use models to identify marketing applications and differentiate between goods and services. The subject explores the development of marketing over time and provides an in-depth look at the marketing concept. Students will examine the relevance of micro and macro marketing, types of economies, and the functions that support marketing, illustrated with examples of competitive advantage. Key topics include the internal and external marketing environments, formulating a marketing strategy, and understanding the four elements of the marketing mix: Product, Place, Price, and Promotion. The subject also addresses the roles of public relations and mass communication in business and culminates in integrating these elements to formulate a strategic marketing plan.

Format: Online, Distance or Classroom

Cost: ICB Fees + Study Materials + Tuition Fees

Duration: 48 hours, 12 weeks programme

Career Fields (on full completion of the programme):

Senior Office Administrator, Secretary, General Office Manager, Human Resources Manager, Labour Relations Manager, Field/Floor/Store/Department Supervisor, Customer Service Manager on successful completion of this full programme

FACT SHEET

MODULE / SUBJECT CERTIFICATE	IQB FULL PROGRAMME CERTIFICATION*	NQF FULL QUALIFICATION*
<p>Receive a Subject Certificate endorsed by IQB for each successful subject.</p> 	<p>Receive a co-branded ICB and IQB Professional International Certification</p> 	<p>NQF level 5, SAQA ID- 23619. Credits 240.(Only for legacy students)</p> 

*only after completion of all subjects in programme