



ICB
INTERNATIONAL
CERTIFICATIONS FOR BUSINESS

MMPR

Marketing Management and Public Relations Professional Certificate

FACT SHEET

- Duration:** 48 study hours / 12 weeks
- Format:** Online, Distance or Classroom
- ICB Fees:** ICB Exam Fees + Registration
- Other Costs:** Study Materials + Tuition Fees

This professional certificate 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.

MODULE / SUBJECT CERTIFICATE	IQB FULL QUALIFICATION 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 qualification