



## About Yale

Malaysia. The organisation is a dynamic practice providing professional services in research and development, training, corporate and management consultancy and coaching to its clients. Our objective is to provide a high standard of professional practice in every field for every one of our clients.

YALE Consultancy Sdn Bhd is an international professional service firm in

## Certified Professional Marketing Consultant

### INTRODUCTION

Certified Marketing Consultant is a program to train a qualified marketing manager. A certified marketing manager is able developing the marketing strategy that will be put into place by a business or firm. In order to accomplish this, the marketing manager must oversee a number of other employees, including market research managers and product development managers. Together, they are trained to work to determine the demand for the company's product or service and attempt to identify the target market. A certified professional marketing manager can develop a pricing strategy more efficient and effective in order to help the firm get the most profits while also making sure customers are satisfied. The program evaluates a manager based on working collaboratively with product development specialists, sales, and other managers. This program trains manager to monitor the trends in order to determine when new products or services should be introduced. The marketing manager is also responsible for working with promotion managers and advertising managers in order to help promote the product or services and to attract new customers.

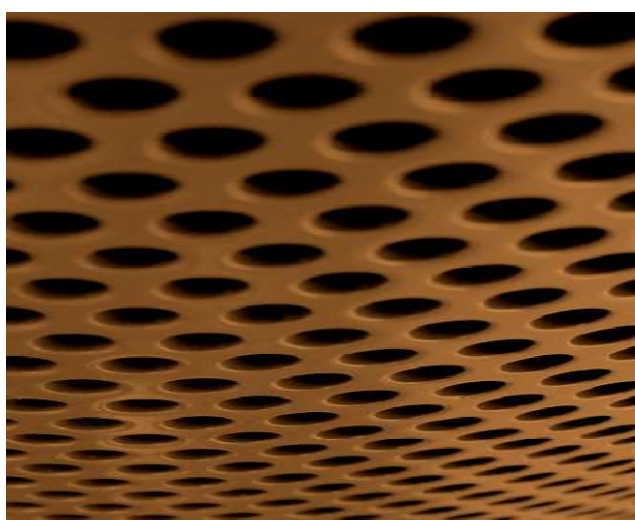
### Objectives

Upon completion of this programme, you will be able to:-

Equip yourself with practical skills with the latest marketing techniques applicable in different industries.

Increase efficiency and effectiveness when planning marketing strategy

Conduct strategic planning to increase sales with systematic arrangement.



# YALE

## PROGRAM METHODOLOGY:

The program is subdivided to two sessions. Session A is comprised of 8 modules which takes 12 months to be completed. Each module is conducted at three weekends for 6 hours for each session. Hence, students need to attend a total of 36 hour taught class for the each module. Upon completion of twelve modules, candidates need to do an attachment at psychological clinics or wellness centre for 3 months. At the end of three months, candidates are required to submit a report for evaluation.

## PROGRAMME MODULES

- CPMM 1003 Advanced Strategic Marketing
- CPMM 1013 Advanced Marketing Communication
- CPMM 1023 Advanced International Marketing
- CPMM 1033 Advanced Consumer Behaviour
- CPMM 1043 Advanced Services Marketing
- CPMM 2003 Managing Customer Relationships
- CPMM 2013 Szu Tsu: The art of Sales
- CPMM 2023 Marketing Research Strategy
- CPMM 3000 Practicum: Marketing Consultation

## HIGHLIGHTS:

- Access to online library
- Weekend classes
- Specially prepared notes and handouts.

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## PROGRAMME DURATION

Minimum 15 months

## WHO SHOULD ATTEND? :

Marketers, Sales Executives, Marketing Manager, Business Consultant, Company Secretary, Academician, Researchers, Entrepreneur as well as anyone who wish to acquire in-depth knowledge in marketing.

## PROGRAMME REQUIREMENTS

The minimum requirements for normal candidates are:-

An applicant with a good scholastic achievement in the Bachelor degree or its equivalent (subject to specific programme requirement); or

An applicant without sufficient academic qualification but possessing evidence of adequate related research or work experience may also apply for admission.

## MODULE FLEXIBILITIES

Candidates can join the programs throughout the year. Students would have opportunity to build up their networking with people from different industries / field

## PROFESSIONAL CERTIFICATIONS

Certified Professional Marketing Consultant (CPMC™). Candidates can use the title of CPMC after completion of the programme.