



ADVANCED MARKETING MANAGEMENT DIPLOMA

EXPLOIT CHANGE TO GENERATE VALUE

Program Overview

Change is clearly becoming the foremost fact in today's business world. The dominance of the customer, the rise of data as a strategic asset, competition being reimagined, more global reach, and many other changes promise to transform future marketing efforts.

With such an increasingly dynamic context, marketers should stay on top of those ever-shifting environments and master the critical skills needed to steer through them.

The evolved marketing leader is expected to understand the business landscape well enough to articulate and predict which markets, products, services, or execution strategies will deliver growth.

The Advanced Marketing Management Diploma re-frames those challenges and opportunities, providing participants with a deliberate balance between relevant conceptual knowledge and practical skills that helps them navigate their way to success.

The Diploma is uniquely designed as a transformational journey, where participants accumulate marketing proficiencies through eight meticulously planned courses, extending over four sequential stages; analysis, strategic decisions, execution, and evaluation.

This program is a distinctive opportunity for participants to attain the competence they need to become astute marketing leaders who can generate value for their customers and growth for their organizations.

Learning Outcomes

- Analyze the business environment; customers, competitors and company capabilities
- Identify relevant market opportunities and threats
- Understand how to approach and capitalize on market opportunities for superior value creation
- Create powerful and effective marketing plans, supporting business goals
- Formulate winning marketing strategies – for B2C and B2B
- Design and execute effective marketing programs (4Ps), resulting in superior customer experience
- Evaluate and appraise marketing performance
- Practice and develop 21st-century skills: critical thinking, collaboration, communication and creativity



Program Highlights



- 8 in-depth core courses
- 3 online business acumen courses
- Real-world case studies and applications
- Dynamic group and peer-to-peer discussions
- Business-oriented assignments and projects

Participant Profile



- **Middle and Senior Marketing Managers**, Brand Managers, Senior Marketing Planners and Strategists, Strategic Communication leads - who aim to advance their career in marketing to the upper level, developing into advocates for leading change
- **Marketing Directors** aiming to establish advanced applicable knowledge of all aspects of marketing management
- **Middle Managers** for commercial related functions (Business Development, Sales, Customer Service/Experience) who are planning a career shift or want to advance their marketing knowledge

real-world case studies



Participant Profile

Program Highlights

Program Outline



A. Core Courses

- Consumer Behavior (24hrs) **(BMAM 521)**

Explore consumer behavior and the purchase decision process from need arousal, through brand evaluation and attitude development up to purchase decisions, and post-purchase evaluation.

Examine the internal and external influences affecting this decision process, along with the digital technologies and the role they play in re-shaping consumer behavior.

- Analysis and Evaluation 1 – External Analysis (24hrs) **(BMAM 522)**

Undertake an effective external strategic audit examining the dynamic business environment.

Explore the external factors; industry, market, competitors, and potential customers, as well as the dynamic interaction of all such factors in impacting the performance of an organization and the formulation of its business and marketing strategies.

- Analysis and Evaluation 2 – Internal Analysis (24hrs) **(BMAM 523)**

Assess marketing-related resources and capabilities as sources of competitive advantage and acquire the proficiency to apply a detailed internal audit on marketing strategies, activities, performance, systems and organization.

- Marketing Strategy (24hrs) **(BMAM 524)**

Dive deep into the latest concepts related to developing winning marketing strategies - from target market choices and competitive positioning to effective value proposition design and relevant marketing mix initiatives.

- Brand Strategy (24hrs) **(BMAM 525)**

Develop an effective brand strategy, employing a broad range of tools and models to build and grow equity. Leverage various marketing programs, with the critical ability to assess brand performance from financial as well as non-financial perspectives.

• **Managing Marketing Programs – Execution** (24hrs) **(BMAM 526)**

Examine the process of managing marketing programs and effective execution, successfully delivering customer value through compelling product, price and channel decisions. Effectively manage a superior customer experience as the main driver of customer loyalty and equity.

• **Integrated Marketing Communications** (24hrs) **(BMAM 527)**

Develop awareness and comprehension of the diverse communication approaches, with relevant focus on content marketing, as well as the skills to plan, develop, manage, and assess a communication campaign in a multitude of channels.

• **Marketing Performance and Organization** (24hrs) **(BMAM 528)**

Develop a performance management approach using relevant financial and non-financial marketing metrics to guide the organization's direction and understand different aspects of the marketing organization, change issues and effective marketing leadership.

*** B. Business Acumen (Online)**

Effectively operating within a business setting and having a positive contribution require a certain set of skills and competencies.

The business acumen courses explore critical 21st-century skills needed for today's business world, enabling passion and speed in dealing with different business situations.

In addition to the core program of eight courses, participants need to choose three courses out of a dynamic list of business acumen topics.

- Design Thinking **(BOBA 501)**
- Emotional Intelligence **(BOBA 502)**
- Crisis Management **(BOBA 503)**

**The list of topics is dynamic; participants will need to check available courses at the time of admission.*

Admissions Criteria



- A Bachelor's degree.
- A minimum of 4 years of relevant work experience.
- Proficiency in written and spoken English. As proof of English proficiency, applicants must attain satisfactory results in one of the following English tests:
 - Online English Placement Test (OEPT), offered by the AUC, with a minimum level of B2A. For test registration, [click here](#).

N.B.: Click on "New Student - Apply Here", create your own username and password and choose the "English Courses" application type.

- TOEFL iBT® with a minimum total score of 72
- Academic IELTS with a minimum total score of 5.5

Exemptions from these English examinations are allowed, if any of the following conditions are met:

1. The applicant is an AUC graduate.
2. The applicant has earned degrees from an accredited university that is classified in the World Higher Education Database (WHED) as an institution where English is the "sole" language of instruction.

Program Fees

- Core program courses fees: **7,200 EGP** per 24hrs course
- Business Acumen online course fees: **2,000 EGP** per course
- Total program investment: **63,600 EGP**

Online Registration



Registration for Fall semester will close on August 29, 2020.

For online registration, please click on the following link:

<https://bit.ly/33oxe0D>

Program Logistics

- All core courses are split into 3hrs sessions, conducted twice per week.
- The 8 core courses are conducted sequentially one after the other.
- Participants need to complete one business acumen course per semester, in order to complete the required three courses throughout their academic year.
- Optimum program length: a total of 32 weeks spread over a full academic year.

Semester	Fall			Spring			Summer	
Course (BMAM)	521	522	523	524	525	526	527	528
Duration	4w	4w	4w	4w	4w	4w	4w	4w
Business Acumen	1 Course			1 Course			1 Course	

Days and hours

- Saturdays and Tuesdays
Saturday from **10:00am to 1:00pm** and Tuesday from **6:00pm to 9:00pm**

Participants are advised to complete their certificate within the same cohort to maximize the value of group dynamics and program coherence.

Locations



AUC NEW CAIRO CAMPUS



AUC TAHRIR CAMPUS



OFF-CAMPUS

As a response to the health and safety requirements of the current pandemic, the AUC School of Business Executive Education will be temporarily transitioning all its programs to online delivery until in-class, face-to-face delivery is safe again. To ensure that your learning experience is not disrupted, we will be offering all our programs through live-online (real-time/virtual classroom) sessions, allowing for in-program interaction and networking.

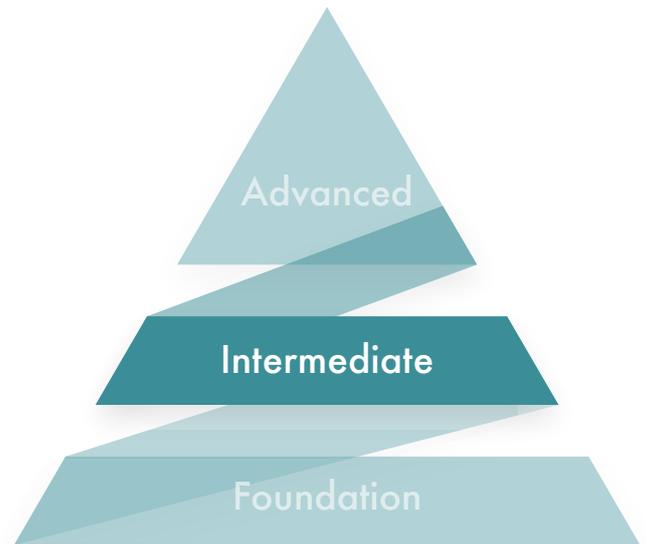
To stay up-to-date with AUC's actions in response to the spread of COVID-19, visit the dedicated COVID-19 webpage. <https://www.aucegypt.edu/coronavirus>

Our Commitment



The AUC School of Business is committed to empowering all those in search of knowledge, growth and excellence. No matter where you might be in your journey, we will strive to support you through each and every step.

At every stage of your professional career, there's something to learn. From the start of your journey as a young professional to the apex of your career as an expert, we've tailored programs that will enrich your knowledge and extend the horizons of your vision.



knowledge, growth
and excellence



The AUC School of Business Experience

In line with our new slogan “BUSINESS RECONFIGURED” and with a commitment to quality, excellence and innovation, the AUC School of Business acts as a catalyst for organizational change and excellence. Our executive education programs are a key channel to serve, connect and support our corporate stakeholders and society at large.

The School of Business is firmly committed to quality, the crest of the AUC. To offer the “Best in Class” programs, we are in a dynamic pursuit to regularly update content and teaching methods, as well as introduce new programs that reflect the changing requirements of the job market, all while leveraging the AUC quality brand.

Our programs stem from real-life needs and are developed to complement each stage of the participants’ learning journey, adding distinct value and knowledge to each and every applicant.

Top-tier Facilities

Extending over 260 acres, our state of the art New Cairo campus was crafted as an inclusive space encompassing everything from technologically advanced study areas and pioneering research centers to fully equipped training rooms and office spaces.

A Knowledge Hub

Home to the largest English language collection in Egypt, the AUC library is the hub of study, research and exploration on campus.

Expert research librarians are always available to assist you in hunting down information, whether in a book, online, or in a document in another library across the world.

** ExecEd participants have access to both the library and e-library while on campus.*

Prominent Faculty

Home to some of the most notable scholars in the region, members of the AUC faculty provide a wealth of professional experience, international qualifications and specialized expertise making their contributions of unparalleled value to our programs.

** School of Business Faculty design and/or deliver ExecEd programs.*

Influential Graduates

The AUC School of Business fosters communities of forward-thinking individuals, eager to interact, connect and exchange knowledge.

ExecEd participants gain access to an impressive network of Alumni, all committed to self-development, organizational excellence and impact.



The American University in Cairo
School of Business, Executive Education

AUC Avenue, P.O. Box 74
New Cairo 11835, Egypt

for individuals **hotline:** 15592
for corporates: +2 0106.286.2871

execed@aucegypt.edu
business.aucegypt.edu/execed