

Blended*

PROFESSIONAL CERTIFICATE IN SALES AND MARKETING

Drive the Wheel of Progress in Sales and Marketing

APPLY NOW 

*Blended delivery combines both live-online sessions and on-campus sessions.

Program Overview

The marketing and sales fields continue to evolve at a staggering pace. Staying up-to-date on new skills, applications, and concepts has become a key for today's corporate executives.

The Professional Certificate in Sales and Marketing provides participants with the competitive edge they need to make better decisions and stay abreast of current marketing practices. This program will advance participants' professional knowledge, knowledge of current marketing theories and applications, and new career options.

The program covers a wide range of topics including the marketing management process, marketing analysis and intelligence, successful planning, robust product/pricing/distribution decisions, effective communications, and successful selling processes and techniques. Through a curriculum that balances knowledge and practical skills in marketing foundations, participants will gain an in depth understanding of how to continually improve their abilities and remain valuable assets to their companies.

Key Benefits



Program Outline

Core Courses

Principles of Marketing (24hrs)

Learn how to use marketing principles to assess marketing opportunities and make better decisions centered on the effective deployment of the marketing mix elements.

Marketing Research (24hrs)

Define the foundation of marketing research, its types and methodologies, as well as the process of designing and managing research projects, with a focus on the latest technological advancements in the field.

Integrated Marketing Communications (24hrs)

Explore a wide range of communication tools and techniques, both digital and traditional, and acquire relevant knowledge and skills enabling sound decisions for designing and implementing a winning marketing communication mix that best suits company objectives.

Sales Principles (24hrs)

Examine the selling process in detail and its relevant components, and understand sales management approaches, including planning, sales forecasting techniques, designing a sales force and territory management.

Business Acumen Online Self-Study (1 Course)

Effectively operating within a business setting and making a positive impact requires a certain set of skills and competencies. Explore critical 21st-century skills needed for today's business world, enabling passion and speed in dealing with different business situations.

* For the most updated list of Business Acumen courses, [CLICK HERE](#)

Program Highlights

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Core Courses

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Business Acumen
Course

- Real-world case studies and applications and simulations
- Dynamic group and peer-to-peer discussions
- Business-oriented assignments and projects

[CLICK HERE](#) for a detailed schedule.

In exceptional circumstances, participants who are unable to attend on campus sessions will be accommodated.

Who Should Attend?

- **Marketing executives or officers** who work in marketing at the junior, supervisory, and upper levels.
- **Non-Marketing professionals** working in a related commercial field such as sales, customer service, etc., and aim to shift to marketing.
- **Career shifters** from unrelated fields/functions looking to start a career in marketing.

Admission Criteria

- Bachelor's degree.
- Proficiency in written and spoken English.
- A minimum of 2 years of work experience.

Program Fees

Core courses	for Egyptians	for Non-Egyptians
Core program courses fees per 24 hrs course	EGP 8,300	USD 400
Business Acumen course fees per course	EGP 2,500	USD 150
Total program investment:	EGP 35,700	USD 1,750

[CLICK HERE](#) for payment options

Certificate

Participants who successfully fulfil the program graduation requirements will be granted a 'Certificate of Completion' from the AUC School of Business.

Attendance Requirements: A minimum attendance of 75% is required in each course to qualify for graduation.



Our Commitment

No matter where you are in your professional journey, at the AUC School of Business Executive Education, we design programs that support you every step of the way. There's always something to learn at every stage of your career lifecycle. From the moment you start your journey, and throughout your career trajectory, we design our programs to enrich your knowledge and extend the horizons of your vision. At the AUC School of Business Executive Education, our mission is to help you reach your growth goals of self-fulfillment and actualization.

Our programs provide a world-class experiential learning track in a collaborative environment of like-minded individuals. You will learn from acclaimed faculty members who deliver uniquely designed programs that offer practical solutions to business challenges. Ultimately, you will emerge with a new perspective that disrupts the status quo and generates creative solutions.

AUC School of Business

Acting as a knowledge bridge between Egypt and the rest of the world, the AUC School of Business boasts an unrivaled reputation as the top private business school in Egypt and one of the best in Africa and the Arab world. Belonging to the 1% of business schools worldwide endowed with a “triple-crown” accreditation (AACSB, AMBA, and EQUIS), the School is dedicated to shaping the business leaders, entrepreneurs, and change agents of tomorrow by harnessing leadership, integrity, ambition, and excellence.

AUC School of Business Executive Education

The AUC School of Business Executive Education was established in 1977 as a center of excellence to provide Egypt and the wider region with specialized executive education programs by offering open enrollment programs and business solutions to individuals and corporates.

Constant evolution and reinvention is the hallmark of our mission as we drive ourselves forward to increase our impact, maintain our relevance, and reflect the ever-changing business environment.

The School of Business has been ranked by the Financial Times (FT) as one of the best business schools worldwide that offer open enrollment executive education programs since 2013, ranking at 62 in 2023.

The AUC School of Business Executive Education is equipped with a full-fledged business solutions unit, with off-the-shelf and customized training programs, as well as coaching and assessment services.

The team works to facilitate, enable, and partner with businesses striving to achieve organizational excellence.



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