



The American
University in Cairo

School of Business



PROFESSIONAL CERTIFICATE IN SALES AND MARKETING

*DRIVE THE WHEEL OF PROGRESS IN BOTH SALES AND MARKETING;
IN YOUR ORGANIZATION*

 15592

 execed@aucegypt.edu

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Program Overview

As the fields of marketing and sales continue to evolve, staying up-to-date on new skills, applications, and concepts becomes increasingly important. This Certificate aims to give participants the competitive edge they need to make better decisions and stay abreast of current marketing practices.

Through a balance between knowledge and practical skills in marketing foundations, participants will continually improve their abilities and remain as valuable assets to their companies.

The Certificate is an ideal way for participants to advance their professional knowledge, learn about current marketing theories and applications, and explore new career options.

The program will take participants through the marketing management process, marketing analysis and intelligence, successful planning, robust product/pricing/distribution decisions, effective communication, and successful selling processes and techniques.

This Certificate is geared towards helping participants take their businesses to the next level.

Learning Outcomes



- Explain the role of marketing in creating value for customers, companies, and society
- Describe key types of marketing information
- Assess the role of a marketing plan as a guiding document for marketing activities
- Understand marketing research, its process and outcomes
- Craft an effective marketing strategy, with a winning positioning approach
- Describe the marketing mix and how to use its elements to market effectively
- Demonstrate the use of integrated marketing communication (IMC) to support marketing strategies
- Examine the selling process and the main principles of sales
- Practice and develop 21st-century skills: critical thinking, collaboration, communication and creativity

Program Highlights



- 4 in-depth marketing and sales courses
- 1 business acumen course
- Real-world case studies and applications
- Dynamic group and peer-to-peer discussions
- Business-oriented assignments and projects

Participant Profile



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

Program Highlights
Participant Profile

real-world case studies



Program Outline



A. 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.

- **Marketing Communication (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.

* **B. Business Acumen (Self-Paced 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 four courses, participants need to choose one course out of a dynamic list of business acumen topics.

- Design Thinking
- Crisis Management
- Personal Branding
- Organizational Change

*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 2 years of relevant work experience.
- Proficiency in written and spoken English

Program Fees and Registration

- Core program courses fees: **7,200 EGP**
- Business Acumen online course fee: **2,000 EGP**
- **Total program investment: 30,800 EGP***

*For payment options, please refer to the payment section FAQs on our website or contact us on 15592

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Admission
Program Fees and Registration

Program Logistics

- All core courses are split into 3hrs sessions, conducted twice per week.
- The 4 core courses are conducted sequentially one after the other.
- The Business Acumen online course needs to be completed within the program's 2 semesters.
- Optimum program length: a total of 16 weeks spread over 2 semesters.

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

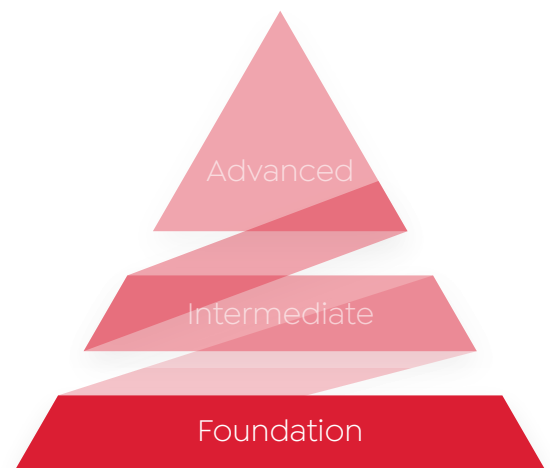
Our Commitment



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.

Consecutively since 2013, the School of Business has been ranked by the Financial Times (FT) as one of the best 75 business schools worldwide offering open enrollment executive education programs. Ranking at 67 in 2020 and maintaining a leading position as a regional platform for world-class education, the School further imprints its international positioning on the world map as the only ranked school in the Arab region and one of only three in Africa.



About AUC School of Business

Acting as a knowledge bridge between Egypt and the rest of the world, the AUC School of Business boasts an unrivalled 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.

Executive Education

Established in 1966, the School of Business Executive Education has cemented its position as a pioneer in the area of management development, supporting the development needs of professionals and executives in private and public sector organizations. The programs are fuelled by a commitment to excellence and a sense of responsibility towards developing the community’s business leaders, entrepreneurs, policy makers, and society at large.

The AUC School of Business Executive Education is also equipped with a full-fledged business solutions unit. With off-the-shelf and customized training programs, as well as coaching and assessment services, the unit works to facilitate, enable and partner with businesses striving to achieve organizational excellence.

knowledge, growth
and excellence





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