



PROFESSIONAL CERTIFICATE IN SALES AND MARKETING

UNDERSTANDING THE NEW NORMAL IN
SALES AND MARKETING

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 online 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

real-world case studies



Program Highlights

Participant Profile

Program Outline



A. Core Courses

- Principles of Marketing (24hrs) **(BMSM 511)**

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) **(BMSM 512)**

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) **(BMSM 513)**

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) **(BMSM 514)**

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 (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 (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 2 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 fee: **2,000 EGP**
- Total program investment: **30,800 EGP**

Online Registration



Registration for Fall semester will close on September 24, 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 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.

Semester	Fall		Spring	
Course (BMSM)	511	512	513	514
Duration	4w	4w	4w	4w
Business Acumen	1 Course			

Days and hours

- Mondays and Thursdays 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.

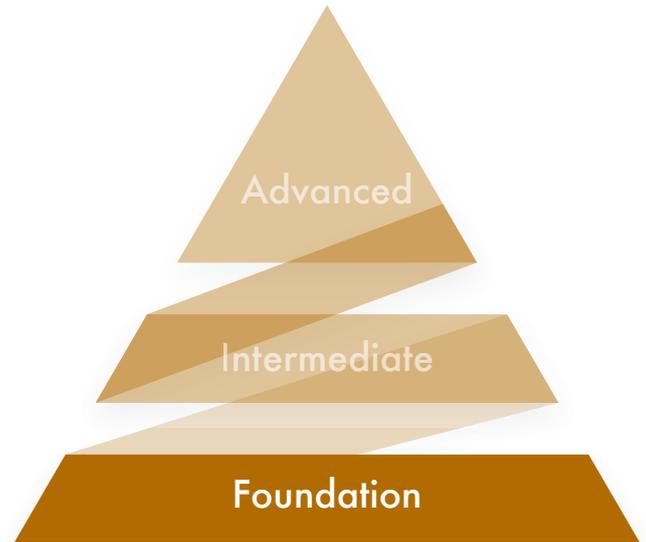
To stay up-to-date with AUC's actions in response to the spread of COVID-19, visit the dedicated COVID-19 webpage. <https://www.aucegypt.edu/coronavirus>

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.



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