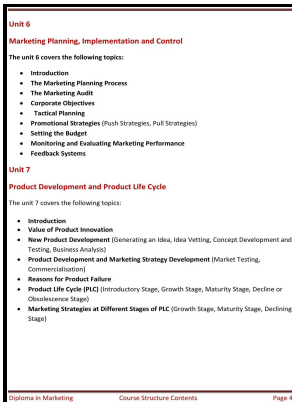


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Module 2 — The Marketing Environment Course content in Module 2 introduces candidates to the marketing environment, dissecting and investigating the micro-environment, the macro-environment and the internal-environment. The control phase of marketing is an oversight phase that ensures marketing efforts are meeting target goals.

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Business Law Module II 1. Diploma in Procurement and Supply Chain Have you ever dreamt of being a key decision-maker in an organization? Finally, you will learn how to manage resources and employ monitoring and measurement techniques that enable the achievement of strategic marketing objectives. During this phase, a company needs to divert the appropriate resources and time to support the new product, implementing a hierarchy through which the marketing program can be monitored, and assigning specific tasks to complete that help successfully support the marketing program

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Module 7 - Product Development and Product Lifecycle A breakdown of the product lifecycle follows in Module 7, which also explores product development and product innovation value. How long does it take to complete? Software Marketing Programmes MARKETING MANAGEMENT CT-33 : Introduction of Marketing Management, Marketing Planning, Marketing Research, Marketing Segmentation, Study of Consumer Behaviour, Product Development, Branding, Packaging and Labelling, Pricing Policies, Channels of Distribution, Management of Physical, Wholesale and Retail Distribution, Advertisement and Sales Management. Critically examine the complexities of the Canadian federal system in relationship to social, political, and economic change.

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Students explore a variety of topics and analyze their ethical implications and relevance to Canadian life. Pre-requisites: ENL7777 MGT7231
Introduction to Project Management Managers must know how to successfully plan and execute projects on time and within budget.

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Through examination of different theories from both historical and current perspectives, students develop an understanding of how learning is influenced by developmental, psychological and social elements. This course is delivered with state government funding. Thousands of Marketing professionals, managers and directors have been able to take their new knowledge to progress onto new roles, gain new contracts and re-think how existing business can be done better.

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