

MSK PRACTITIONERS' DIPLOMA
SYLLABUS (Rev.)

	TOPIC
1.	Introduction to Marketing
2.	Overview of the Marketing Concepts The Marketing Mix, PCA Model
3.	Marketing & Business Role of Marketing in organization Harmony with other departments
4.	Time Management
5.	Self/ Time Management
6.	Marketing Environment Company specific business environment The Macro business environment Business growth challenges Business risk considerations
7.	Product Product Decisions Product Life Cycle
8.	Product New Product Development and Innovations
9.	Price (1) Factors to consider when setting prices General pricing approaches Pricing strategies
10.	Price(2)
11.	Place Distribution Channels Decisions
12.	Place Distribution Channels Decisions

13.	Promotion Advertising, Sales Promotions, Direct Marketing P.O.S Materials
14.	Promotion Public Relations Advertising Agencies, Creative briefs
15.	Promotion
16.	Market Segmentation, Targeting & Positioning Market segmentation procedure Bases for segmenting consumer markets Benefits of market segmentation
17.	Market Segmentation, Targeting & Positioning Market Targeting Positioning
18.	Market Information Market Research and Intelligence
19.	Market Planning Forecasting & Budgeting
20.	Market Planning Targeting
21.	Marketing Planning Preparation of Marketing Plan
22.	Consumer buyer behavior
23.	Organization Buyer Behavior
24.	Introduction to Branding
25.	Branding and Brand Management
26.	Marketing of Services
27.	Marketing of Services
28.	Marketing to different business models Business to Consumer Marketing Business to Business Marketing
29.	Marketing to different business models Marketing to NGOs and Non-Profit Making Organizations Marketing to the Government
30.	Duties of a sales representative Sales person's job Different in sales jobs Examples of Sales jobs - Retail Selling Missionary Selling, Direct Selling, Selling Commercial and Industrial Goods Qualifications for success in selling Choosing a career in sales.

31.	<p>Prospecting and Qualifying Potential Customers</p> <p>Importance of Prospects Characteristics of a Good Prospect How and Where to Obtain Prospects Using Direct Mail for Prospecting Prospecting by Telephone How to get the Most out of Prospecting</p>
32.	<p>Sales Presentation</p>
33.	<p>Presentation skills</p> <p>Powerful visuals aids. Designing Powerpoint presentation Delivering Powerpoint presentation Class Dramatization</p>
34.	<p>Sales Resistance and Objections</p> <p>The Concept of Sales Resistance Reasons why Prospects raise Objections Types of Objections Types of Objections: <ul style="list-style-type: none"> - Objections to delay action - Product objections - Sources objection - Service objection - Price objection - Objections related to the salesperson When to Handle Objections Methods of Handling Objections The Price Objection A Systematic Approach to handling Objections</p>
35.	<p>Negotiation and Closing Sale</p> <p>a) Profile of a Negotiator The Win-win Strategy The importance of Knowledge Basic Tactics Strategies for Negotiating</p> <p>b) Closing the Sale The cause of closing failure How to Close a Sale. <ul style="list-style-type: none"> - Assumptive close - Alternative Decisions - Summary & Affirmative Agreement - Balance Sheet Approach - Emotional close - Extra Inducement Close - Critical Feature Close - Silence as a closing Technique </p>
36.	<p>Competition and how to deal with it</p>
37.	<p>Competition and how to deal with it</p>
38.	<p>Marketing in Regional Markets Marketing East Africa Community, Comesa</p>
39.	<p>Marketing in Regional Markets Marketing in other African Countries</p>
40.	<p>Customer Service Justifying customer service Customer Rights and Expectations Customer Relation Skills Understanding different types of customers</p>

41.	Customer Service Customer care elements supportive of marketing Importance of internal customer care Becoming a service role model Institutional factors which affect customer service Developing and applying service
42.	The Company (1) -Strategic framework and Structures
43.	The Company (2) - Legal Environment & Ethics
44.	Communication Skills Concept and Nature
45.	Communication Skills Various mediums Used effectively Personal, phones, email, mass media, non verbal, implied.
46.	Events Management
47.	Technology and marketing Technological changes since 1950s New technologies for communication How to get people to adopt a new technology Determine which technology is suitable for your organization
48.	Technology and marketing How technology aids marketing Relevance of technology in Marketing/business When to adopt new technology Technology as a marketing strategy
49.	Networking for results
50.	Credit Management Crosscutting aspects of credit and sales management How to establish creditworthiness
51.	Management Accounting
52.	Financial Costing
53.	PRACTICALS
54.	PRACTICALS
55.	PRACTICALS
56.	PRACTICALS

MSK Centre Gatundu Crescent off Gatundu road, Kileleshwa
P.O. Box 69826 00400 Nairobi
Tel: 4343540/1 Cell: 0720556942, 0720636495
Website: www.msk.co.ke or www.marketingsociety.net
Email: training@msk.co.ke or training@marketingsociety.net