

# **About Online Short Courses**

The IMM Graduate School has designed a series of online short courses to increase your knowledge and skills in marketing, supply chain, and business education. Our courses are designed for the current market with practical and business-relevant material to help you deal with real-world scenarios. Every course is broken down into manageable modules that will help you assimilate and apply your knowledge in record time. You'll be able to study online from anywhere in the world, in your own space, at your own pace, while being guided by our industry experts.

# We offer online short courses in the following categories:

#### General

The Brand of You

### Marketing & Advertising

- A Digital Approach to Marketing Strategy
- Applied Digital Marketing Certificate
- Digital Marketing Analytics
- Digital Marketing Planning
- Essentials of Digital Marketing
- Fundamentals of Marketing
- High Performance Selling Techniques
- Marketing Mix Strategy
- Strategic Brand Management
- Search Engine and Content Marketing
- Social Media Marketing
- The Art of Selling
- World of Marketing

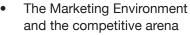
### **Supply Chain & Export Management**

- Basics of Export Trade
- **Export Administration**
- **Export Financial Risk Management**
- Logistics
- Transport

## **Express** Online Courses

## **Principles of Marketing**





- Consumer Behaviour, Research and Marketing **Decision-Making**
- Segmentation, Targeting and Positioning

### **Digital Marketing Strategy**

- Introduction to Digital Marketing and Technology
- The Digital Macro-Environment
- Digital Marketing Strategy Development
- Digital Media and the Marketing Mix

### **Marketing Mix Elements**

- Product and Distribution Management
- Marketing Communications Strategy and Media Planning
- Pricing, People, Process and Physical Evidence
- Marketing Planning Process

#### **Principles of Personal Selling**

- Introduction to personal selling
- Communication in personal selling
- Influencing the customer buying process with personal selling
- Sales knowledge in personal selling

### **Personal Selling in Practice**

- Time, territory and prospecting planning
- Service and follow-up for customer retention
- Managing and leading a sales force
- Presentations, objection handling and closing in action











