

Online Short Courses

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

- Basic Principles of Marketing
- The Marketing Environment and the competitive arena
- 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



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