

**Africa Business Leadership Training Center is pleased to announce the following online and distance learning certificate courses to be conducted from 1st April 2014 to 1st June 2014**

1) Human Resource Management Certificate Course

2) Procurement Management Certificate Course

**3) Marketing Certificate Course**

4) International Finance Reporting Certificate Course

**Course Organizers**

Africa Business Leadership Center was founded by Capacity Africa Institute in 2005 and has partnered with over 300 local and multinational companies in the African continent in human resource development. We have contributed greatly to the performance development of over 5,000 employees and business owners in the region.

We partner with international organization to further augment our product offering and align our business solutions to global human resource development best practice.

In our consulting process we seek to partner with our clients by leveraging on our experience with our associate partners and customers in Kenya, Uganda Tanzania, Rwanda, Burundi, Sudan, Malawi, South Africa, Nigeria, Botswana, Angola, Egypt, Zambia, Ethiopia, Mozambique and DRC Congo to resolve the following lingering questions that most organizations ponder from time to time:

**DURATION AND COURSE LOAD:** 4 Weeks - 8 to 10 hours per week

**DATES:** 1st April 2014 to 1st June 2014

**PARTICIPANTS:** Business and Corporate Professionals

**REGIONS TARGETED:** Global

**COURSE FEE:** \$500

**LANGUAGE:** English only

**FORMAT:** Web-based and Distance Learning facilitated

**GENERAL COURSE CONTACT:**

Prior to the course start date, selected participants will receive, via email, an official invitation letter along with instructions on how to pay for the course. Course log on instructions or learning materials will be emailed to you on the day the learner makes payment.

Training Package Value for the Money Training will be facilitated by professional with hands on skills and great wealth of experience in the selected courses.

Kindly confirm your participation with:

Peter Karegwa  
Business Training Manager  
Africa Business Leadership Center  
Capacity Africa Training Institute  
[Info@africabusinessstraining.com](mailto:Info@africabusinessstraining.com)<mailto:[Info@africabusinessstraining.com](mailto:Info@africabusinessstraining.com)>  
[www.africabusinessstraining.com](http://www.africabusinessstraining.com)<<http://www.africabusinessstraining.com/>>

## **Certificate Course in Marketing**

**Africa Business Training Center is pleased to announce Certificate Course in Marketing Online / Distance Learning Certificate Course.**

**Start date: 1<sup>st</sup> April 2014**

**Course End: 1<sup>st</sup> June 2014**

### **Overall Course Overview.**

The course will cover the broad aspect of marketing theory and will provide the participants with adequate knowledge to enable them make informed plans in marketing matters. The course will also enable the participants to communicate better with marketing professionals.

It will be offered on-line over a period of eight weeks depending on how quickly participants complete their assignments.

### **Objectives.**

At the end of the course the participant will be in position to develop marketing strategies that will enable their organizations to take advantage of available opportunities in the market.

The targeted participants are business professionals in the corporate sector.

### **Course Outline.**

#### **Module 1: Introduction to Marketing**

- ⤴ **Definition aspects**
- ⤴ **Identification aspects**
- ⤴ **Identification and definition of a marketing problem**
- ⤴ **Concept of marketing efficiency**
- ⤴ **Scope of marketing problems**
- ⤴ **Market organization**

#### **Module 2: Market Analysis**

- ⤴ **Approaches to the analysis of marketing problems**
- ⤴ **Market structure analysis**
- ⤴ **Price analysis and outlook**
- ⤴ **Price relationship**
- ⤴ **Supply, demand and price outlook**
- ⤴ **Economic analysis and policy outlook**

#### **Module 3: Price Marketing, Price Discovery and Market Development**

- ✧ **Concept of price determination and price discovery processes**
- ✧ **Marketing institutions**
  - **market management and market development**
  - **marketing concept and marketing management**
  - **selection of target markets**
  - **developing a marketing mix**
  - **concept and practice of marketing**
  - **the marketing mix**
- ✧ **Market development**

#### **Module 4: Commodity Markets**

- ✧ **Specific commodity markets**
- ✧ **Role of trade fairs in economic development**

#### **5. Market and Marketing Research**

- ✧ **Theory and cases**
- ✧ **Areas in marketing research steps in marketing research (the scientific methodology)**

#### **Training Format.**

- ✧ **All materials are made available through Online or Distance Learning approaches**
- ✧ **Approximately 5-6 hours time commitment of your time per week**
- ✧ **At your own time schedule, no live participation needed**
- ✧ **Weekly feedback from committed instructors**
- ✧ **Participants are expected to submit weekly assignments electronically to earn certificate of completion**

#### **Organizational Capacity Statement**

**Africa Business Leadership Training Center was founded by Capacity Africa Institute in 2005 and has partnered with over 300 local and multinational companies in the African continent in human resource development. We have contributed greatly to the performance development of over 5,000 employees and business owners in the region.**

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**Training Format:**

- All materials are made available through Online or Distance Learning approaches
- Approximately 5-6 hours time commitment of your time per week
- At your own time schedule, no live participation needed
- Weekly feedback from committed instructors
- Participants are expected to submit bi-weekly assignments electronically to earn certificate of completion

**Computing Requirements:**

Participants will need to use email, upload and download word docs, PowerPoint files and PDFs, and post on the discussion board or send assignments by email. If you do not have internet speed sufficient to download materials, an offline DVD or hard copies course may be the right alternative for you. Materials Provided: Online delivery of curriculum materials, exercises and templates.

**Exercises**

After they have read the material for each unit, students are expected to test their own Learning by completing some relevant exercises and tasks.

**Assignments**

In order to demonstrate their understanding of the course content, students will be required to submit **FOUR** assignments.

**DURATION AND COURSE LOAD: 8 Weeks - 5 to 6 hours per week**

**DATES: 1<sup>st</sup> April to 1<sup>st</sup> June 2014 ( Two Months)**

**PARTICIPANTS: Business and Corporate Professionals**

**REGIONS TARGETED: Global**

**COURSE FEE: \$500**

**ORGANIZERS: Capacity Africa Institute**

**LANGUAGE: English only**

**FORMAT: Web-based and Distance Learning facilitated**

**GENERAL COURSE CONTACT: [info@africabusinessstraining.com](mailto:info@africabusinessstraining.com)**

Prior to the course start date, selected participants will receive, via email, an official invitation letter along with instructions on how to pay for the course. Course log on instructions will be emailed to you on the day the course is scheduled to begin or as soon as payment is received

**Training Package Value for the Money Training will be moderated by**

**Professional with hands on skills and great wealth of Marketing management.**

**Kindly confirm your participation with:**

**Peter Karegwa**

**Business Training Manager**

**Capacity Africa Institute**

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