

Marketing Assistant Diploma



This diploma has been designed to give you the skills you need to work in a specialist marketing or PR agency, in-house for a company with its own marketing department, or to generally take on these responsibilities.

The world of marketing is highly competitive and the number of applicants looking to break into this fast-moving industry is always high. So if you want to stand out and get the job, you'll have to prove you've got the practical skills and knowledge required.

The practical skills employers are seeking

Every business needs loyal customers to buy or use their services in order to succeed, so the role of marketing is to strategically develop the most engaging propositions and the right method of communication needed to generate a response.

Our Marketing Assistant diploma has been developed to give you the skills you need to work in a specialist marketing agency, in-house for a company with its own marketing department, or to take on general marketing responsibilities.

You'll learn about product life cycles, marketing plans, using social networks as a marketing tool, and mobile marketing, along with effective business communication and how to master the widely used Microsoft Office software, including Word, Excel, PowerPoint, and Outlook.

What will you get in return?

Upon successful completion of the programme, you will receive the widely recognised and respected Pitman Training diploma.

Businesses throughout the UK and Ireland recognise the Pitman Training name as a sign that you have been trained to the very highest level. With your Marketing Assistant Diploma, you'll have world-class skills to get a highly valued, well-paid job that requires marketing and PR skills.

AIMS AND OBJECTIVES

Get a great job and succeed. Our Marketing Assistant diploma is designed to give you a broad understanding of the principles involved in each area, along with superior software skills to take on even the most challenging of tasks.

PRE-REQUISITES

There are no pre-requisites required for this diploma.

CAREER PATH

Once you've gained a Marketing Assistant role, further training and on-the-job experience will help you work towards a Marketing Manager, Group Marketing Manager, or Head of Marketing role.

CORE COURSES

Marketing Essentials

You'll cover topics such as understanding what a marketing plan is, how to carry out appropriate research, how websites are designed to market a company, effective advertising, PR, and the four Ps of marketing products.

Marketing Principles and Digital Opportunities

Learn about competitive marketing strategies, distribution, e-marketing ethics, building a digital market via websites and email, social media selling, and much more.

Microsoft Outlook

Our Outlook course takes you through everything you need to know to use this popular email system as a work tool, from navigation and views through contacts and appointments, to tasks and folders.

Microsoft Word

Our Microsoft Word course is designed to provide you with the essential skills you need to be proficient with this most widely used of word-processing applications in as short a time as possible.

Or Word Expert

This training in Microsoft Word will propel your word-processing skills forward to an advanced level. Over several modules, you'll become confident in a range of Word's more sophisticated features.

Effective Business Communication

This excellent course will raise your game when it comes to business communication skills which are often top of the list of qualities demanded by employers.

Microsoft PowerPoint

PowerPoint is a powerful business tool used to deliver professional presentations. In this course, you'll learn how to create engaging and dynamic presentations and how to rehearse, record, and prepare your presentations for delivery.

Microsoft Excel

Microsoft Excel is the world's most popular spreadsheet program. This course is suitable for beginner to intermediate level. You'll learn how to format your spreadsheets to best display your data, handle simple and complex formulas, insert charts, learn how to insert functions, such as IFERROR, and much more.

Or Excel Expert

Our Excel Expert level course will provide you with the knowledge and skills to use this popular spreadsheet program to an advanced level. You'll learn how to perform such tasks as conditional formatting, recording and running macros, working with pivot tables, and using statistical functions.

Photoshop CC

Photoshop is a popular image-editing application used to create and manipulate images for the web and for print.

or InDesign CC

If you want to embark on a career as a graphic designer or art director or if you regularly work with design layouts for print and digital marketing materials, InDesign is a publishing program you'll want to know inside and out.

SOCIAL MEDIA

Choose six from the following:

- **Blogging for Business**
- **Facebook for Business**
- **Introduction to Google Website Tools**
- **Instagram for Business**
- **LinkedIn for Business**
- **LinkedIn for Jobseekers**
- **Pinterest for Business**
- **Social Media Strategy for Business**
- **SEO for Business**
- **Twitter for Business**
- **Video for Business**



CPD Points: 195

Awarded CPD points upon successful completion.

To discuss your current skills and aspirations call now:

+ 965 22408069

: or visit

www.pitman-training.com.kw



Guideline Learning Time

195 hours flexi study or 8 weeks full-time

(Full-time based on approx 20-30 hours a week)

