

## Kotler Business Program Certificate In Essentials Of Entrepreneurial Marketing (CEEM)

The aim of the CEEM is to provide the students with the basic knowledge and understanding of the key principles of Marketing discipline and to transform that knowledge into becoming self-made entrepreneurs.

This certification consists of a series of online learning through webinars (live and/or recorded) by the experts of the discipline in the likes of Philip Kotler, AL Ries, et al. The learning will be combined with related contents delivered on the web, videos and extra readings recommended by the course facilitators.

### Who is it for?

The course is aimed at those who are already studying a discipline in the University and is interested in expanding their knowledge in the discipline of Marketing by learning the key principles from the experts.

### Entry requirements

Minimum A' Levels and High School Certificate holders or current student of at least a basic degree course at a University

### MODULE TOPICS

#### Marketing (01 Hour Video Session) by Philip Kotler

- Marketing as a way of life
- Marketing Orientation of Organizations
- Marketing Mix Decisions
- Customer Focus

#### Branding & Positioning (01 Video Session) by AL Ries

- Focus as a Strategy & Discipline
- Positioning in the minds of the consumer
- PR or Branding?
- Branding in the Digital Age

### **Marketing Communications (01 Hour video session) Prof. Marc Oliver**

- Functions of Integrated Marketing Communications
- Creating PR and Publicity
- Digital and Social Media Usage
- Events and Interactive Communications

### **Social Media Marketing (01 Hour video session) Prof. Marc Oliver**

- Rules of Engagement of Social Media
- How to Measure ROI on Social Media
- Rules of Killer Content Creation
- Do's and Don'ts of Social Media

### **Customer Relationship Marketing (1 Hour video session) by Prof. Luiz Moutinho**

- Customer Acquisition
- Trust & Loyalty Creation
- Marketing Automation Tools
- Customer Experience and Expectations Management

### **Entrepreneurship Marketing (01 Hour Video Session) by Prof. Hermann Simon**

- Constraints and Issues in Entrepreneurial Marketing
- Identifying and Evaluating Marketing Opportunities
- Creating Competitive Advantage
- Transitioning from a Marketer to an Entrepreneur

### **Business Case Study in Entrepreneurship Marketing (2.5 Hours)**

This is a brief case scenario the candidates will use during the time given online to evaluate and propose a business strategy either to an start up or a revival of a current business opportunity or a concept.

The candidates ability to use the marketing principles for the key questions of creating a successful business and the approach to ensure a sustenance of it is evaluated.

### **Business Project in Entrepreneurship Marketing (2.5 Hours)**

The candidates are expected take up a possible marketing opportunity of their choice within the time allocated and to come up with a strategy to implement this as a successful business. This exercise will test the candidates ability to demonstrate the application of the knowledge gained through the webinars.

## Assessments

We use a combination of methods to assess the knowledge gained by the students. Online case study analysis of a given business scenario and an online business project will have to be completed by the candidates upon completion of the mandatory webinar series. Each assessment session will be of 2.5 hours administered by a neutral assessment center.

### How long will it take to study?

- Guided learning hours through the webinars: 06 Hours
- Minimum non-contact learning and reading hours: 15 Hours
- Assessment preparation time individually: 05 Hours
- Assessment time: 04 Hours

The Complete module will take 30 hours of notional learning time.

To gain the Certificate, a student should achieve a minimum score of 50% from both online assessments

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- Học phí Khóa học : **7.500.000 VNĐ** (Đã bao gồm thuế VAT)
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