



MARKETING PLANNING MANAGEMENT

Certification Code 1023

Skill Sertifika Global Pte Limited

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Certified Marketing Planning Managers and Their Role



Marketing managers may implement marketing campaigns. However, the role of planning a suitable marketing strategy on which the campaign's success rests is that of a marketing planning manager. It is a position of extreme responsibility but also carries good rewards. Should you wish to attain success in the field of marketing, you can choose to become a marketing planning manager with appropriate certification that attests to your skills.

Responsibilities of marketing planning managers

The word planning in the description adequately indicates that the main responsibility of a marketing planning manager is to think up unique and innovative marketing plans based on research and analysis of customers and markets as well as competition. The profile carries with it diverse responsibilities that you should be prepared to take on if you pursue the course and become successful in landing a job as marketing planning manager. Among the various duties a marketing planning manager must handle these are the most common :

- Develop a plan based on research and analytics of customers, market segment and competition as well as analyze future trends.
- The manager must be able to craft strategic plans that are consonant with a company's objective along with ability to convince management and decision makers.
- Planning also involves communication and media and this means close collaboration with marketing managers and with media professionals.
- Develop unique plans for cross selling, upselling, customer acquisition and retention and branding.
- Defining budgets for implementation of plans and forecasting campaign effectiveness as well as return on investment.
- Compliance with legal procedures.

As one can see, this is a high-pressure job but the rewards can be quite attractive provided one is ready to take up challenges in an extremely competitive environment. One can join a company as a junior manager in marketing after completing a management course and then rise up the ranks to eventually become a marketing planning manager. Better still, after obtaining management diploma or degree, you can go on to obtain a certificate in marketing planning and this qualifies you for the job of planning manager in any large organisation.

It goes without saying that large companies have positions for marketing planners because of their varied product portfolio and the need to maintain market leadership. As such a marketing planner occupies a crucial position and is responsible for the company's growth and profits. If you have what it takes and feel that your talents can be put to good use in this field, then a marketing planning management course with certification will do wonders for your career. You will never stagnate because planning drives a company's marketing efforts. You get into a prestigious and rewarding job and can climb to the top in a short time with a marketing planning certification from SkillSertifika.



Success in career depends on making the right decisions at the right time. Decide on a marketing Planning course and you will never look back in life.





Exam Details

- Number of questions : 40
- Pass mark : 65% (26 out of 40)
- Open book/notes : NO
- Electronic equipment permitted : NO
- Duration : 1 Hour (60 Min)

NO NEGATIVE MARKING





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