



SMEI Diploma Program in Marketing & Sales Management Outline

The cost of all course material is included in your tuition fee.

Term 1: Sales Management

Introduction to Sales Management

- Ethics is Sales Management: Necessary for Success
- Mission and Mission Statement
- The Strategy Hierarchy - Corporate Strategy
- The Strategy Hierarchy - Marketing Strategy
 - What Market Do We Serve with What Products?
 - What Types of Relationships Do We Form and with Whom?
 - What Level of Investment Will be Required, and How Will We Allocate the Needed Resources?
 - What are the Detailed Objectives and Action Plans
- The Strategy Hierarchy - Sales Strategy
- Sales Approaches
- Global Sales Management: Recognizing the Differences
- The Selling Process
 - Lead Generation
 - Pre-Call Planning
 - Approach
 - Needs Identification

- Presentation
- Handling Objections
- Closing the Sale
- Implementation/Follow-Up
- How the Selling Process Fits in the Selling Approach
- From Sales Representative to Sales Manager
- Sales Leaders
 - The Sales Executive
 - The Field Sales Manager

Recruiting and Selecting the Right Salespeople

LEARNING OBJECTIVES

- Understanding why having a formal recruiting and selection process improves the quality of newly hired salespeople
- Why it's important to define the right people for the organization, and include that information in the ideal candidate profile and job description
- Compile a strategic list of sources (internal and external to the firm) for recruiting a pool of sales candidates
- List common recruiting mistakes and ways to avoid them
- Explain the goal-directed focus of the selection process stages
- Explain why it's important to have a diverse salesforce

Ethics, the Law and Sales Leadership

LEARNING OBJECTIVES

- Identify the more common ethical dilemmas that face salespeople, sales managers, and sales executives.
- Distinguish between those organizational policies and practices that support ethical behavior and those that enable unethical behavior.
- Explain how principled leadership can foster a firm's ethical principles and corporate culture.

- Be able to develop an appropriate course of action when you are personally faced with an ethical dilemma.

Term 2: Marketing Management

Benefits of SMEI Marketing Management Training Course

- This marketing course will give you a holistic understanding of marketing in all of its facets, providing you with a solid foundation for decision making and strategic marketing planning.
- What you learn in this online marketing management program will help you use marketing to create higher value for your company.
- You'll learn the factors of modern marketing success and will be able to come up with new marketing concepts
- You'll learn to implement marketing activities in a way that achieves ambitious objectives when it comes to product, market and customer profitability
- You will gain insight into better differentiate your business from your competitors

Course Outcomes

At the end of this term, you will be able to confidently sit for the SMEI Certified Marketing Executive (CME®) exam and:

- Understand the fundamentals of implementing the marketing function in organizations
- Evaluate the social, legal, political and ethical concerns in marketing
- Understand the function of marketing in a competitive, dynamic global business
- Develop effective strategic and marketing analysis skills
- Enhance computer-based skills including on-line activities, written and oral communication, and information analysis
- Demonstrate an individual capability for meeting professional standards of conduct, quality, and skill as a marketing manager

Term 3 – Digital Marketing

Take your marketing skills to the next level with the SMEI Digital Marketing Certificate Program! This comprehensive online course is designed to fit your busy schedule, with self-study materials and hands-on activities that will challenge you to think critically and solve real-world problems.

Gain a Strategic Edge

Grounded in marketing theory and concepts, this program takes a strategic and analytical approach to digital marketing, with global examples and the latest digital marketing tools. You'll learn how to create value, develop effective marketing strategies, and leverage the power of digital channels to drive results.

Practical Skills for Real-World Success

Through interactive exercises, you'll gain hands-on experience in:

- Creating a website without coding
- Developing Google search ad campaigns
- Crafting social media and community content
- And more!

Course Highlights:

- 12 chapters covering digital marketing fundamentals, strategy, and tactics
- Interactive quizzes, application-based activities, and hands-on exercises
- Latest digital marketing tools and trends
- Global examples and case studies

Capstone Project

The SMEI Diploma Program Capstone Project is the culminating experience of the Marketing & Sales Management curriculum. Designed to integrate the strategic, analytical, and practical skills acquired throughout the program, the Capstone challenges students to work collaboratively on a high-impact business initiative: designing a comprehensive go-to-market strategy for a new product or service.

Participants will operate as consulting teams tasked with developing a full-spectrum plan that includes sales structure and strategy, marketing management insights, and digital marketing execution. Each team will apply real-world frameworks and tools to craft a market launch plan that is both strategically sound and tactically feasible.

This applied learning experience culminates in an in-person presentation before a panel of industry judges. The project emphasizes cross-functional thinking, data-informed decision-making, and persuasive communication—key competencies for emerging marketing leaders. Through this exercise, students will not only demonstrate mastery of the program's core disciplines but also prepare to transition confidently into professional roles requiring integrated sales and marketing leadership.