

Diploma in **Strategic Marketing**

From Brands to Breakthroughs, Master It All.



Program Overview

The Strategic Marketing Diploma, approved by the Chartered Institute of Marketing (CIM), UK, equips professionals with the skills to thrive in the dynamic marketing world.

This program is designed to empower marketing professionals and aspiring strategists with the skills to develop, implement, and manage high-impact marketing strategies. Whether you are looking to advance your career or drive business growth, this diploma will provide the tools to excel in strategic decision-making and leadership.

Topics Covered

The program delves into the core aspects of strategic marketing, including:

1. Strategic Marketing Planning and Implementation
2. Market Analysis and Consumer Insights
3. Competitive Positioning and Brand Strategy
4. Digital Marketing and Omnichannel Strategies
5. Marketing Metrics, ROI Measurement, and Performance Analysis
6. Innovation and Trends in Marketing
7. Global Marketing Strategies
8. Marketing Leadership and Change Management





Learning Outcomes

By the end of this program, you will:

- Master the art of developing and executing strategic marketing plans.
- Gain insights into consumer behavior and market dynamics.
- Learn to leverage digital tools and platforms for strategic advantage.
- Develop skills to measure and optimize marketing performance.
- Enhance your leadership capabilities to drive marketing success.
- Earn a globally recognized diploma to stand out in the industry.



Who Should Attend?

- Marketing managers and professionals seeking to enhance their strategic skills.
- Business owners and entrepreneurs looking to drive growth through marketing.
- Aspiring marketers aiming to build a career in strategic roles.
- Anyone passionate about mastering the art of strategic marketing.

Program Duration

- **16 Weeks:** A structured yet flexible program designed for professionals.
- **Saturday Only Classes:** Convenient for working professionals.
- **Class Timings:** 2:00 PM to 9:00 PM.
- **Location:** In-person classes will be held at City Campus, IBA Karachi and NIBAF, Islamabad.
- The diploma program includes engaging guest speaker sessions, industry visits, and insights from experts representing our partner institutions. It also features group projects and comprehensive assessments to ensure a well-rounded learning experience.



Fee Structure

PKR 175,000/- (plus 5% SST)

Fee Includes: Exam fee and diploma certificate. Fee do not include course material, books, stationery, lunch and refreshments.



For Registration

**SCAN
HERE**

Contact Us



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