



# Diploma Strategic Marketing

From Brands to Breakthroughs, Master It All.



# Program Overview

The Diploma in Strategic Marketing, approved by the Chartered Institute of Marketing (CIM), UK, equips professionals with the expertise to thrive in today's dynamic marketing landscape.

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're looking to advance your career or drive business growth, this diploma provides the strategic tools needed to excel in marketing leadership and decision-making.



# Topics Covered

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
- 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 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 IBA City Campus, Karachi

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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