

Sales and Marketing Certification Hierarchy Course
SCMC-F

CERTIFIED MARKETING STRATEGY Fundamentals

VMedu Inc, USA Certifications

Course Brochure



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VMedu Authorized Training Partner

Who is VMEdU Inc ?

EDDS Consulting is an Authorized Training Partner with VMEdU Inc, USA. VMEdU is a leader in the professional training and certification industry and has facilitated the training of 500,000+ students from 3500+ corporations across 150+ countries with a success rate of 98.7% through its global network of 1100+ training providers.

VMEdU uses its state-of-the-art content creation expertise to create the best-quality online and classroom courses. This quality is provided to students worldwide through its global network of 1100+ training partners. Our courses come with an assurance of consistent, high-quality content presented in multiple formats—such as videos, podcasts, simulated tests, and mobile apps that ensure a well-rounded and practical learning experience for students.

Course Overview

51+ High Quality Videos

High quality, interactive, and engaging online videos teach each chapter and knowledge area. All course videos are prepared and presented by industry experts.

2+ Helpful Study Guides

Study guides for each chapter cover key concepts in all knowledge areas. These are also available in downloadable formats that can be accessed whenever needed.

74+ Test Questions

Practice tests for each chapter help students gauge their preparedness. You even have the flexibility to select the number of chapter test questions you want to attempt.

54+ Terms and Definitions

Important terms and concepts for all chapters and knowledge areas are included. You can also use these terms as a collection of flashcards for practice and review.

10+ PMI Approved PDUs

PMI approved PDUs for continuing certification requirements as set by PMI ensure that the certified professional's competencies are up to date and relevant.

2+ Illustrative Case Studies

Interesting and illustrative case studies present real-life scenarios ensuring effective learning. These case studies are fun to solve and provide great insights at the same time.

Mobile App

Access courses in all formats anytime, anywhere through our

innovative mobile app and enjoy the same learning experience that you get online.

Progress Tracking

Track your progress in any course and chapter online or on mobile app and continue from where you left off.

Certification Exam

The certification exam is included in the course. The exam is online and non-proctored. Candidates have one hour to complete the exam. Answer 30 out of 40 questions correctly and get recognized as Certified Marketing Strategy Fundamentals.

Detailed Course Contents

1. INTRODUCTION

- 1.1. Marketing Strategy Overview Part 1
- 1.2. Marketing Strategy Overview Part 2
- 1.3. Overview of aspects of Sales and Marketing
- 1.4. How to use the SMstudy Guide
- 1.5. Why use the SMstudy Guide
- 1.6. Evolution of Sales and Marketing Part 1
- 1.7. Evolution of Sales and Marketing Part 2
- 1.8. Evolution of Sales and Marketing Part 3
- 1.9. Conventional Mass Media Marketing
- 1.10. Fragmented New Age Marketing Part 1
- 1.11. Fragmented New Age Marketing Part 2
- 1.12. Innovative Internet enabled business models
- 1.13. Sales and Marketing as a continuum
- 1.14. Corporate Strategy and its relationship to Sales and Marketing
- 1.15. Aspects of Sales and Marketing Part 1

- 1.16. Aspects of Sales and Marketing Part 2
- 1.17. Aspects of Sales and Marketing Part 3
- 1.18. Levels of Sales and Marketing Strategy Part 1
- 1.19. Levels of Sales and Marketing Strategy Part 2
- 1.20. Marketing Strategy Overview
- 1.21. Market Opportunity Analysis
- 1.22. Define Competition Targeting and Positioning
- 1.23. Determine Pricing and Distribution Strategies
- 1.24. Determine Aspects of Marketing Strategy
- 1.25. Impact of Marketing Strategy

2. ANALYZE MARKET OPPORTUNITY

- 2.1. Analyze Market Opportunity
- 2.2. Determine Strengths and Weaknesses
- 2.3. Senior Management Direction and Insights
- 2.4. Example of Organizational Capabilities
- 2.5. Assumptions and Constraints

- 2.6. Meetings and Discussions
- 2.7. Product Portfolio Analysis
- 2.8. BCG Growth-Share Matrix
- 2.9. Pros and Cons of BCG matrix
- 2.10. Value Chain Analysis
- 2.11. Market Research
- 2.12. Determine Strength and Weaknesses: Outputs
- 2.13. Determine Opportunities and Threats
- 2.14. Determine Opportunities and Threats: Inputs
- 2.15. Determine Opportunities and Threats: Tools - Meetings and Discussions
- 2.16. Porter's Five Forces
- 2.17. Market Analysis and Marketing Research
- 2.18. Marketing Research
- 2.19. PESTEL Analysis
- 2.20. Determine Opportunities and Threats: Outputs
- 2.21. Define Market and Identify Market Segments
- 2.22. Define Market and Identify Market Segments: Inputs
- 2.23. Define Market and Identify Market Segments: Tools Part 1
- 2.24. Define Market and Identify Market Segments: Tools Part 2 - Behavioral
- 2.25. Define Market and Identify Market Segments: Tools Part 3
- 2.26. Define Market and Identify Market Segments: Outputs

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Who we are

EDDS Consulting was founded in 2012. Facilitating a growing list of clients in Pakistan as well as in the USA, UK, Belgium, UAE, Australia and Egypt. We help in creating opportunities for individuals as well as organizations to mark their way in the continuous pursuit of excellence. Our core value of service is excellence in Management Consulting & Training.

EDDS Consulting offers services in three major areas: Management Consulting, General Management Training and Professional Certifications.

Main disciplines in which we provide training and certifications for are:

Project Management | Sales and Marketing |
Scrum & Agile | Quality Management |
Negotiations Management | Lean Management |
Time Management

We provide consulting services in:

Lean Transformation | Business Intelligence Solutions

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