

Sales and Marketing Certifications
Professional | Specialist | Expert

MARKETING STRATEGY CERTIFICATION PROGRAM



Lahore, Pakistan



Who is VMedu Inc ?

VMedu Inc, USA 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.

EDDS Consulting is VMedu's Authorized Training

Partner for the global market. 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

High Quality Videos

Professional Level: 158 video lectures
Specialist & Expert level: 190 video lectures

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

6 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.

214 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.

171 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.

16 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 proctored. Candidates have

Professional Level

Exam: 2 hours
100 Questions

Fee*: \$300

Specialist Level

Exam: 3 hours
140 Questions

Fee*: \$450

Expert Level

Exam: 4 hours
180 Questions

Fee*: \$650

* Fee includes exam fee.

* Discounts available.

PROCESS FLOW

- Schedule the proctored exam. If required by the Authority, you may need to submit relevant documents.
- The Certifying Authority (SMstudy®) verifies the application; confirms the exam date & time.
- Take the proctored exam online.
- Upon successful completion of the exam get an online certificate.
- The physical certificate will be shipped to your postal address.
- If you are unable to pass the exam, you can schedule again by paying \$50.

Marketing Strategy Body of Knowledge

NOTES on Certification Exam

- The **'Professional'** level certification exam only *evaluates* the Inputs, Tools and Outputs marked with *.
- The **'Specialist'** and **'Expert'** level certification exam *evaluates* all the listed Inputs, Tools and Outputs.

1. INTRODUCTION

1.1. How to Use the SMstudy® Guide?

- 1.1.1. Process-Oriented Approach with Defined Inputs, Tools, and Outputs
- 1.1.2. Using SMstudy® Guide with SMstudy
- 1.1.3. Certification Schema for SMstudy® Certifications

1.1. Why Use the SMstudy® Guide?

1.2. Evolution of Sales and Marketing

- 1.1.4. Barter System
- 1.1.5. Traditional Marketplace
- 1.1.6. Seller's Marketplace
- 1.1.7. Conventional Mass Media Marketing
- 1.1.8. Fragmented New-Age Marketing
- 1.1.9. Innovative Internet-Enabled Business Models
- 1.1.10. Sales and Marketing as a Continuum

1.3. Corporate Strategy and its Relationship to Sales and Marketing

1.4. Aspects of Sales and Marketing

1.5. Levels of Sales and Marketing Strategy

- 1.5.1. Focus on Product or Brand Level Marketing Strategy

1.6. 1.7 Marketing Strategy Overview

- 1.6.1. Analyze Market Opportunity
- 1.6.2. Define Competition, Targeting, and Positioning
- 1.6.3. Determine Pricing and Distribution Strategies
- 1.6.4. Determine Metrics, Objectives, Marketing Aspects, and Budget Allocation

2. ANALYZE MARKET OPPORTUNITY

2.1. Determine Strengths and Weaknesses

2.1.1. Inputs

- 2.1.1.1. Senior Management Direction and Insights*
- 2.1.1.2. Organizational Capabilities*
- 2.1.1.3. Assumptions and Constraints*
- 2.1.1.4. Existing Marketing Research Reports

2.1.2. Tools

- 2.1.2.1. Meetings and Discussions*
- 2.1.2.2. Product Portfolio Analysis*
- 2.1.2.3. BCG Growth-Share Matrix
- 2.1.2.4. Value Chain Analysis
- 2.1.2.5. Marketing Research

2.1.3. Outputs

- 2.1.3.1. Strengths and Weaknesses*
- 2.1.3.2. Marketing Research Reports

2.2. Determine Opportunities and Threats

2.2.1. Inputs

- 2.2.1.1. Senior Management Direction and Insights*
- 2.2.1.2. Assumptions and Constraints*
- 2.2.1.3. Existing Marketing Research Reports
- 2.2.1.4. Generic Reports

2.2.2. Tools

- 2.2.2.1. Meetings and Discussions*
- 2.2.2.2. Porter's Five Forces for Industry Attractiveness
- 2.2.2.3. Market Analysis
- 2.2.2.4. PESTEL Analysis*

2.2.3. Outputs

- 2.2.3.1. Opportunities and Threats*
- 2.2.3.2. Market Attractiveness Report*
- 2.2.3.3. Marketing Research Reports

2.3. Define Market and Identify Market Segments

2.3.1. Inputs

- 2.3.1.1. Strengths and Weaknesses*

- 2.3.1.2. Opportunities and Threats*
- 2.3.1.3. Market Attractiveness Report*
- 2.3.1.4. Existing Goals
- 2.3.1.5. Existing Marketing Research Reports

2.3.2. Tools

- 2.3.2.1. Meetings and Discussions*
- 2.3.2.2. Demographic Segmentation
- 2.3.2.3. Psychographic Segmentation
- 2.3.2.4. Behavioral Segmentation
- 2.3.2.5. Company Characteristics-Based Segmentation
- 2.3.2.6. Evaluation of Future Market Scenarios*

2.3.3. Outputs

- 2.3.3.1. Market Definition*
- 2.3.3.2. Market Segments*

3. DEFINE COMPETITION, TARGETING, AND POSITIONING

3.1. Identify Competition

3.1.1. Inputs

- 3.1.1.1. Senior Management Direction and Insights*
- 3.1.1.2. Market Segments*
- 3.1.1.3. Existing Marketing Research Reports
- 3.1.1.4. Information Published by Competitors

3.1.2. Tools

- 3.1.2.1. Competitor Selection Criteria*
- 3.1.2.2. Future Competitive Analysis*
- 3.1.2.3. Marketing Research
- 3.1.2.4. Meetings and Discussions*

3.1.3. Outputs

- 3.1.3.1. List of Competitors*
- 3.1.3.2. Details of Competitive Products*
- 3.1.3.3. Industry Benchmark and KPIs
- 3.1.3.4. Future Competitive Scenarios
- 3.1.3.5. Marketing Research Reports

3.2. Select Target Segments

3.2.1. Inputs

- 3.2.1.1. Strengths and Weaknesses*
- 3.2.1.2. Opportunities and Threats*
- 3.2.1.3. Market Segments*
- 3.2.1.4. List of Competitors*
- 3.2.1.5. Details of Competitive Products*
- 3.2.1.6. Industry of Benchmarks and KPIs
- 3.2.1.7. Future Competitive Scenarios

3.2.2. Tools

- 3.2.2.1. Market Segment Attractiveness Matrix*
- 3.2.2.2. Undifferentiated Strategy
- 3.2.2.3. Focused or Concentrated Strategy
- 3.2.2.4. Differentiated Strategy
- 3.2.2.5. Market-Product Grid
- 3.2.2.6. Customer Personas*
- 3.2.2.7. Meetings and Discussions*
- 3.2.2.8. Marketing Research

3.2.3. Outputs

- 3.2.3.1. Selected Target Segments*

3.3. Create Differentiated Positioning

3.3.1. Inputs

- 3.3.1.1. Selected Target Segments*
- 3.3.1.2. Strengths and Weaknesses*
- 3.3.1.3. Opportunities and Threats*
- 3.3.1.4. List of Competitors
- 3.3.1.5. Details of Competitive Products
- 3.3.1.6. Industry Benchmarks and KPIs
- 3.3.1.7. Existing Marketing Research Reports
- 3.3.1.8. Customer Feedback

3.3.2. Tools

- 3.3.2.1. Selecting Points of Parity and Differentiation*
- 3.3.2.2. Perceptual Maps*
- 3.3.2.3. Product Categories
- 3.3.2.4. Meetings and Discussions*
- 3.3.2.5. Marketing Research

3.3.3. Outputs

- 3.3.3.1. Positioning Statement*
- 3.3.3.2. Product Features*
- 3.3.3.3. Updated Corporate Strategy
- 3.3.3.4. Marketing Research Reports

4. DETERMINE PRICING AND DISTRIBUTION STRATEGIES

4.1. Determine Pricing Strategy

4.1.1. Inputs

- 4.1.1.1. Market Attractiveness Report*
- 4.1.1.2. Past Revenues and Cost Data*
- 4.1.1.3. Positioning Statement*
- 4.1.1.4. Existing Marketing Research Reports
- 4.1.1.5. Purchase Timing
- 4.1.1.6. Existing Warranties
- 4.1.1.7. Opportunities and Threats
- 4.1.1.8. Details of Competitive Products*
- 4.1.1.9. Product Features

4.1.2. Tools

- 4.1.2.1. Marketing Research
- 4.1.2.2. Price Elasticity of Demand*
- 4.1.2.3. Total Cost of Ownership*
- 4.1.2.4. Economies of Scale
- 4.1.2.5. Experience/Learning Curve
- 4.1.2.6. Target Costing
- 4.1.2.7. Break-Even Analysis*
- 4.1.2.8. Perceived Value Pricing
- 4.1.2.9. Value Pricing
- 4.1.2.10. Going Rate Pricing/Neutral Pricing
- 4.1.2.11. Auctions
- 4.1.2.12. Gain-Sharing and Risk-Sharing Pricing
- 4.1.2.13. Variations among Product Geographies
- 4.1.2.14. Discounts and Offers*

4.1.3. Outputs

- 4.1.3.1. Pricing Strategy*

4.1.3.2. Marketing Research Reports

4.2. Determine Distribution Strategy

4.2.1. Inputs

- 4.2.1.1. Positioning Statement*
- 4.2.1.2. Product Features*
- 4.2.1.3. Pricing Strategy*
- 4.2.1.4. Opportunities and Threats
- 4.2.1.5. Existing Marketing Research Reports
- 4.2.1.6. Performance of Existing Channel Members

4.2.2. Tools

- 4.2.2.1. Demand Chain Planning
- 4.2.2.2. Value Network Analysis
- 4.2.2.3. Evaluation of Distribution Channel Models*
- 4.2.2.4. Total Cost of Distribution
- 4.2.2.5. Marketing Research
- 4.2.2.6. Meetings and Discussions*

4.2.3. Outputs

- 4.2.3.1. Distribution Strategy*
- 4.2.3.2. Updated Pricing Strategy
- 4.2.3.3. Marketing Research Reports

5. DETERMINE METRICS, OBJECTIVES, MARKETING ASPECTS, AND BUDGET ALLOCATION

5.1. Determine Metrics

5.1.1. Inputs

- 5.1.1.1. Positioning Statement*
- 5.1.1.2. Pricing Strategy*
- 5.1.1.3. Distribution Strategy*
- 5.1.1.4. Industry Benchmarks and KPIs
- 5.1.1.5. High Level Goals

5.1.2. Tools

- 5.1.2.1. Meetings and Discussions*
- 5.1.2.2. Product Life Cycle Analysis
- 5.1.2.3. SMART Framework*
- 5.1.2.4. Customer Reach Metrics*

- 5.1.2.5. Brand Perception Metrics*
- 5.1.2.6. Product Availability Metrics*
- 5.1.2.7. Sales and Profitability Metrics*

5.1.3. Outputs

- 5.1.3.1. Selected Metrics*

5.2. Determine Objectives

5.2.1. Inputs

- 5.2.1.1. Selected Metrics*
- 5.2.1.2. Senior Management Direction and
- 5.2.1.3. Insights*
- 5.2.1.4. Past Performance Data
- 5.2.1.5. Market Attractiveness Report
- 5.2.1.6. Future Competitive Scenarios
- 5.2.1.7. High Level Goals

5.2.2. Tools

- 5.2.2.1. Meetings and Discussions*
- 5.2.2.2. Trend Analysis
- 5.2.2.3. SMART Framework*

5.2.3. Outputs

- 5.2.3.1. Selected Objectives*

5.3. Decide Marketing Aspects and Allocate Budget

5.3.1. Inputs

- 5.3.1.1. Selected Objectives*
- 5.3.1.2. Senior Management Direction and
- 5.3.1.3. Insights*
- 5.3.1.4. Available Budget
- 5.3.1.5. Past Performance Data
- 5.3.1.6. Details of Competitive Products

5.3.2. Tools

- 5.3.2.1. Meetings and Discussions*
- 5.3.2.2. ROI Comparison of Aspects*
- 5.3.2.3. Analysis of Competition's Marketing Aspects

5.3.3. Outputs

- 5.3.3.1. Selected Marketing Aspects and Targets*
- 5.3.3.2. Allocated Budget*
- 5.3.3.3. Updated Objectives

Course Accessibility



Duration

180 days

Accessible on any device

Desktop, Laptop, Tablet, Phone

Any operating system

Windows, Android, iOS

Mobile App: VMedu

Android

<https://goo.gl/THiQB8>

iOS

<https://goo.gl/cVdHCM>

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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