



Certified Marketing Professional Marketing Institute
SB750

Hours: In Class 25 Clinical 0 Total 25

Description

The LERN Certified Marketing Professional Institute offers best and most advanced professional development opportunity to enhance your skills in marketing your lifelong learning program. During the Certified Marketing Professional Institute, you will gain new information and tools to help you compete in the tough new world of marketing courses and events. Areas covered include - target marketing, customer share marketing, how to identify your best participants and market to them, how to know exactly how many brochures to mail and when to mail them to get the results you want, powering up your brochure copy for best results, how to make your website a marketing plus, the latest on eMarketing and effective integratin with other marketing efforts, how to beat your competition by developing and maintaining a niche focus and generational marketing

Learning Objectives

- Develop a detailed step by step one year marketing plan that will the backbone of your programs marketing and operational strategy
- Segment your market build separate demographic profiles for your market segments to know who your best participants are and be able to program to them
- Create promotions that attract customers generate interest develop a desire and cause the most important action of registration
- Take the guesswork out of marketing by using information and data that will make your marketing techniques more cost effective and successful
- Effectively use the internet to market your programs and services
- Price your programs for maximum attendance and profitability

Teaching Philosophy

We believe that instructors, staff, and administrators have a shared responsibility to provide: 1) innovative course design and instruction; 2) a safe, learner-centered environment; and 3) an authentic learning experience.

Evaluation Methods

Passage of the CMP exam

Grading Policy

A = 90 - 100, B = 80 - 89, C = 70 - 79, D = 60 - 69, F = 59 & under

Student Responsibilities

To ensure a quality and safe learning environment, students are required to follow the Post-Secondary Student Behavior policy #560. This policy can be found at www.mntc.edu/board-policies. Printed copies are available upon request.

100 percent attendance