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At EDUCBA, it is a matter of pride to us to make job oriented hands on courses available to anyone, any time and anywhere.

Learn at a time and place, and pace that is of your choice.

Plan your study to suit your convenience and schedule.

# Marketing Course

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**All in One Bundle**

Email Contact: [info@educba.com](mailto:info@educba.com)



# EDUCBA

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[www.educba.com](http://www.educba.com)

# Course Overview

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In this Course you get to learn the core Marketing areas such as –

Sales & Marketing concepts, Digital Marketing, SEO, Market Research, CRM, Content Management, Healthcare, Logistics, and Supply chain management.

# Marketing Skills

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We learn the following skills:

- Digital Marketing
- Social Media Marketing
- Display Advertising
- Search Engine Optimization (SEO)
- Customer Relationship Management (CRM)
- Corporate Sales

# Course Features

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Course Duration- 800 + Hours



Number of Courses



Verifiable Certificates



Lifetime Access



Technical Excellence

# About Marketing

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When you search a dictionary for the meaning of marketing it shows as “the action or business of promoting and selling products or services, including market research and advertising.” In this present world, the meaning of marketing has changed far more than what a dictionary depicts. It’s not just about selling products or providing services.

As people say things change so has the meaning of marketing, with the invention of digital marketing and market research, the businesses have changed the approach they do the marketing.

# Marketing Course

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This is a Bundle Course that includes complete in-depth Marketing Courses combined into one Complete Course.

This Bundle perfectly meets the requisite of the industry and gives you a better chance of being hired as a Marketing Professional.



# Marketing Course Curriculum

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1

## CONTENT DEVELOPMENT COURSE

(14 Online Courses, 37+ Hours)

This is the first module that will be taught in the Online Marketing course. In all these modules you will be taught how to download the software and how to install it as well as how to use the software.

## DIGITAL MARKETING COURSE

(15 Online Courses, 78+ Hours)

In this module, you will learn about [digital marketing](#), fundamentals like Email marketing, Mobile marketing, Social media marketing. The course has over 15 online modules and it would take 78+ hours to complete the course. Below are the courses you will be learning digital marketing, social media marketing, SEO, CRO, Google Adwords.

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# Marketing Course Curriculum

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## BUSINESS ANALYSIS COURSE

(8 Online Courses, 58+ Hours)

In this Online Marketing course, you will learn about key considerations, skills, and competencies. The course is designed in such a way that you will be able to create effective planning for your organization. Topics that will be covered in this module are business analysis, [entrepreneurship](#), [advertising](#), [brand management](#), event management, [content management](#).

## CRM TRAINING

(8 Online Courses, 37+ Hours)

This Marketing course is one of the important courses which will not only help you to improve the business but also it will help you to understand what customers expect from you. The training includes modules such as SalesForce CRM, Zoho CRM, Bitrix CRM, and others.

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# Marketing Course Curriculum

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## SEO COURSE

(10 Online Courses, 45+ Hours)

The course helps you to understand what content marketing is, understand the customers, medium to market your content and promote your content. The course has over 10 online modules and it takes 45+ hours to complete all online modules. SEO course includes training on [SEO](#) secrets, SEO analytics, Google Analytics, [Google Adwords](#).

## MARKET RESEARCH COURSE

(6 Online Courses, 39+ Hours)

You will learn about the importance of research in management. Learn about different data sources and data collection tools. How to manage data and data analytics. The online marketing course has over 6 online modules which need to be completed and it takes up to 39+ hours to complete the course.

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# Marketing Course Curriculum

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## LOGISTICS MANAGEMENT COURSE

(9 Online Courses, 57+ Hours)

In this module, you will learn about various kinds of the distribution system, the cost associated with logistics operation, strategies to reduce this cost, when to make and when to buy. You will also learn about logistics operation and how to reduce the cost associated with logistics.

8

## HEALTHCARE COURSE

(12 Online Courses, 56+ Hours)

The course is based on clinical research. Inside this module, there are 12 online courses which you need to complete to get a certificate. It takes around 56 hours to complete the course. Online courses that will be accessible are clinical research, genetics, health economics, hospital admin.

# Marketing Course Curriculum

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## MARKETING TRAINING CERTIFICATION

(26 Online Courses, 130+ Hours)

In this online marketing course, you will learn the art of marketing, how to serve as marketing manager. Once you have completed this course you will become a successful marketing manager.





# Frequently Asked Questions

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What's the future scope of studying marketing?

Once you have completed this course you will be able to interact with your customers efficiently. Not just handling the business, the course makes you eligible for more positions like Data Analyst, customer relation manager, Business development manager, operations manager, and IT Analyst. The course opens the door paving the way for many opportunities.

Any other resource I need to refer apart from completing this online marketing course?

No, not required the entire course offered covers all the parts of marketing and it is sufficient.

Is it possible that I can leave the current module for now and move forward with a different module in online marketing course?

Yes, once you have purchased the module you will be able to access any module anywhere and everywhere. So, you can move forward with other modules and later come back and finish the module which you had left in between.



# Customer Reviews

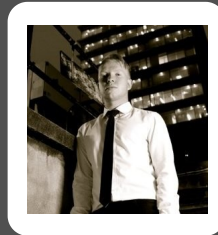
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This course of Digital Marketing is a very complete course and can be clearly followed. I have been able to learn very much in all points of this Digital Marketing course. It is a comprehensive course with 78 hours of course material but after this course is completed you know what Digital Marketing is and how you can apply it.

Bart Remels

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Very informative and good insight into the world of Marketing Psychology. The course was just the right amount of time on each subject and it didn't feel too rushed. The lecturer used relevant and current examples from within the industry to demonstrate consumer behaviours which can be transferable to the job role.

Kieron Knights

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It is a good Introduction to Marketing Analytics. It lists the typical activities carried out in the practice of predictive analytics. Furthermore, it helps to define how to make analytics more efficient, lists the type of models that are used in marketing and digital marketing, and some hints on the leading vendors of predictive analytics.

Ricardo Garibay Martínez



**EDUCBA**

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# Marketing Course

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For Queries please contact:

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