

Marketing Strategy Professional Certification

Available Delivery Methods :

- | E-Learning
- | Instructor Led Virtual Class
- | Instructor Led Face to Face Class

Overview

A SMstudy® Certified Marketing Strategy Professional facilitates well-planned marketing strategies to satisfy the goals set by the Corporate Marketing Strategy or Business Unit/Geographic Strategies. Marketing Strategy is one of the most crucial Aspects of Sales and Marketing. A SMstudy® Certified Marketing Strategy Professional is able to define a product's or brand's unique value proposition, target markets, and strategies to connect with defined audiences. This professional is able to specify the overall pricing and distribution strategies of a product or brand, and outline the objectives, metrics and budgets for all marketing activities.

Successful candidates will be awarded the SMstudy® Certified Marketing Strategy Professional certification by SMstudy after passing the exam.

Certification	Prerequisites		Target Audience
	Experience	Education	
SCMS-P™	Nil	Preferably SMstudy® Certified Marketing Strategy Associate	Anyone interested in becoming a Sales and Marketing Professional

Takeaways

- 100+ courses
- Videos, Study Guides
- Chapter Tests
- Important terms and concepts
- SMstudy Mobile App

Exam Format

- Multiple choice
- 100 questions
- No negative marks for incorrect answers
- 120-minute duration
- Proctored online exam

Additional Study Materials in case of Classroom Course

- SMstudy® Guide – Marketing Strategy
- SCMS-P™ Student Workbook
- SCMS-P™ Chapter Test booklet
- SCMS-P™ Case study booklets
- SCMS-P™ Process Chart