

Sales and Marketing Diploma Program

Length of course: 12 months



The demand for sales, marketing or advertising managers is expected to remain above average as consumers and businesses continue to increase spending, and companies respond to the need to compete in a global marketplace. The number of sales and marketing positions is expected to exceed the number of qualified applicants.

This Westervelt program will provide the education you'll require to plan, organize, direct and control the activities of establishments and departments involved in commercial, industrial and wholesale sales, marketing, advertising and public relations.

"Thank you...for helping me obtain the necessary skills for a rewarding career in sales and marketing. I have been offered substantial career opportunities both in the London area as well as into the U.S."

- Renee M.



What you'll learn:

- Sales Management
- Fundamentals of Advertising
- Media - Planning & Purchasing
- Fundamentals of Marketing
- Negotiation in the Sales Environment
- Small Business Management (Entrepreneurship)
- Principles of Selling
- Retail & Merchandise Management
- Market Research
- Electronic Marketing for Business
- Special Event Planning
- Business Law I
- Business Law II
- Business Organization I
- Business Organization II
- Business Mathematics I
- Presentations with PowerPoint
- Business Language Fundamentals
- Applied Business Communication I
- Applied Business Communication II
- Spreadsheets for Business
- Electronic Communication
- Business Documentation I
- Business Documentation II
- Career Strategies

Career Opportunities in Sales and Marketing

PLACES: ADVERTISING FIRM • LIFE INSURANCE COMPANY • PRIVATE COMPANY • GOVERNMENT DEPARTMENT •

MEDIA COMPANY • FINANCIAL INSTITUTION • PRODUCT SUPPLIERS/DISTRIBUTOR • MARKET RESEARCH/ANALYSIS FIRM

POSITIONS: CORPORATE SALES • RETAIL MARKETING • SALES MANAGEMENT • REAL ESTATE • MARKETING SPECIALIST • PRINT, RADIO OR TELEVISION ADVERTISING SALES • PHARMACEUTICAL SALES • MARKETING CONSULTANT • RESEARCH AND DEVELOPMENT