

ADVANCING BUSINESS EDUCATION (ABE) DIPLOMA LEVEL 4 MARKETING MANAGEMENT

Understanding and meeting the wants and needs of an organisation's customers and communicating the value and benefits of its goods or services are crucial components of the marketing function.

Marketing provides interesting and varied career opportunities with roles that can be very creative or highly analytical, depending on where your interest lies. It also offers the opportunity to rise to the very highest level of an organisation.

The advantage of ABE's marketing stream is that you gain a specialism combined with general business management expertise. Being able to offer marketing skills, along with a wide-ranging strategic understanding of business management, will provide holders of our qualifications with an enviable skill set which will be invaluable as they progress to senior management. It also has the potential to give a wider range of career options than a pure marketing qualification.

Entrepreneurialism is embedded throughout the programmes. This is another great benefit as employers value staff who demonstrate entrepreneurial abilities and, in an ever-changing job market, having the know-how to create your own business is an invaluable life skill.



3-6 months duration



INTAKES FOR 2022
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MODULES

Dynamic Business Environments

Enterprising Organisations

Employability and Self-development

Finance for Managers

Introduction to Entrepreneurship

Introduction to Quantitative Methods

Project Management

Principles of Marketing Practice

