

Strategic Marketing Accelerated Certificate Program

This course covers fundamental techniques of modern marketing, where research meets creativity and algorithms dance with storytelling. You'll gain the skills not just to sell, but to truly understand your audience, build lasting brand loyalty and navigate the ever-evolving digital marketing frontier.

Brought to you by SkillPath in partnership with Graceland University, this ALL-NEW virtual certificate program is a series of 3 LIVE, online, instructor-led sessions that ground you in marketing theory and technique.

Engaged, active learning: Dynamic half-day sessions deliver lively, interactive training daily. Log into sessions from any device and you'll still have time left in your day to put what you've learned into practice. Then if you'd like, you can report back to your instructor and fellow participants the next day to share your experiences and ask any questions you might have. This unique, feedback-enabled format helps to reinforce learning and strengthen your retention of vital concepts — so they stick.

Earn a Professional Certificate: After 3 days of intensive learning, you'll have the enhanced skills, knowledge and insights you need to successfully market whatever your organization has to offer. Complete the summative evaluation and receive a signed Certificate of Completion, along with a digital eBadge to display your new skills and competencies.

Day 1

Foundations of Marketing Excellence

- Review the fundamentals of product design and development
- Examine how the 7 Ps shape your marketing approach
- Describe ways to add value to products and services
- Apply business acumen to enhance marketing effectiveness
- Use brainstorming to refine current products and services

Day 2

Creating an Effective Marketing Strategy

- Identify key business considerations that affect pricing
- Develop a pricing strategy for your products or services
- Discuss how various media sources connect to your audience
- Describe the unique challenges of marketing services vs products
- Explore outbound vs inbound approaches to optimize your overall strategy

Day 3

Mastering Marketing Insights and Research

- Define ROI and understand how it determines marketing effectiveness
- Understand the role of research in marketing
- List the steps and stages in the marketing research process
- Recognize the right type of research for your products
- Discuss best practices for primary and secondary research

