

Maximize your Marketing Potential

Study the **Advanced Certificate in Strategic Marketing** with
The Online Business Academy



- ✓ Gain in-demand, future-proof skills that employers value
- ✓ Study at your own pace, on your own schedule
- ✓ Learn from industry experts and experienced educators
- ✓ Real-world outcomes that lead to career advancement



Table Of Contents

About Us	02
Course Overview	04
Course Modules	05
Career Centre	09
Student Success Stories	10



About Us

Welcome To The Online Business Academy

94%

of our graduates reported that their education at The Online Business Academy equipped them with valuable skills that they could apply in their professional careers.

96%

of our graduates say that The Online Business Academy provided them with up-to-date and industry relevant skills.

At The Online Business Academy, your career advancement is at the heart of our mission. We've reshaped online learning with a personalised touch, offering exclusive 1-on-1 Zoom classes that bring the expertise of industry leaders and education specialists directly to you. Our world-class platform is meticulously crafted around your needs, ensuring that you receive undivided attention and tailored support to excel in your chosen field.

Our courses are carefully curated to ensure they are relevant, up-to-date, and practical, with a strong emphasis on real-world applications. We offer a wide range of courses across various industries, including accounting, bookkeeping, business, graphic design, video editing and digital marketing, web development, and more. All of our courses include assessments such as quizzes, assignments, and exams to measure your progress and provide you with valuable feedback.

We understand that life can be busy, which is why we offer a flexible approach to learning. Our online courses allow you to study when, where, and how you want, with no schedules, classrooms, or due dates to worry about. We also offer a range of support services, including access to a Career Centre, where you can get help with CV preparation, job search strategies, and interview skills.



Advancing Online Education

A New Way To Learn

The Online Business Academy brings you a bespoke educational experience tailored through personalised 1-on-1 Zoom sessions. Engage in courses meticulously designed to put your individual learning needs in the spotlight, ensuring that every interaction with our expert mentors is focused solely on your educational journey and success.

Immerse yourself in a structured yet flexible curriculum, with the freedom to delve deeply into your studies and emerge with confidence. With us, you're not just learning; you're shaping your future, one personalised lesson at a time.



#42

We provide 42 high-quality courses curated by leading industry professionals.

Why Choose The Online Business Academy

Choose the Online Business Academy for tailored 1-on-1 learning with industry experts, designed for focused support and a personalised path to your success.



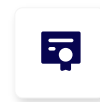
Industry Leading Courses

We're proud to offer industry-relevant courses designed by experienced professionals to equip graduates with the skills and knowledge needed for success.



Superior Support

We offer superior support to students like you with 1-on-1 expert tutor guidance and a range of resources to help you succeed in your learning journey.



Real Outcomes

We are committed to providing real outcomes by equipping students just like you with skills, knowledge and confidence to succeed in the workforce.



Business Courses

Advanced Certificate in Strategic Marketing

The Advanced Certificate in Strategic Marketing is designed to provide you with an in-depth understanding of marketing strategies and how they can be applied to achieve business objectives. By the end of the course, you'll be equipped with the knowledge and skills to develop, implement, and evaluate marketing plans that drive growth and profitability. Whether you're an experienced marketer or looking to advance your career in marketing, this course is the perfect place to take your skills to the next level.



Enrol Now



Learn More

Course Investment

\$119

Per 1-Hour Zoom Session

Total Cost: \$1428

Course Duration

12 Sessions



Course Outcomes

Develop a comprehensive understanding of the core principles of strategic marketing, including segmentation, targeting, positioning, and branding.



Master the process of creating and implementing effective marketing strategies that achieve business objectives and drive long-term growth.



Acquire advanced knowledge of key marketing concepts, including consumer behavior, market research, pricing, and product development.



Develop a deep understanding of the role of analytics in marketing, including how to use data to measure the effectiveness of campaigns and inform future strategy.



Module 01 Marketing Strategy Overview

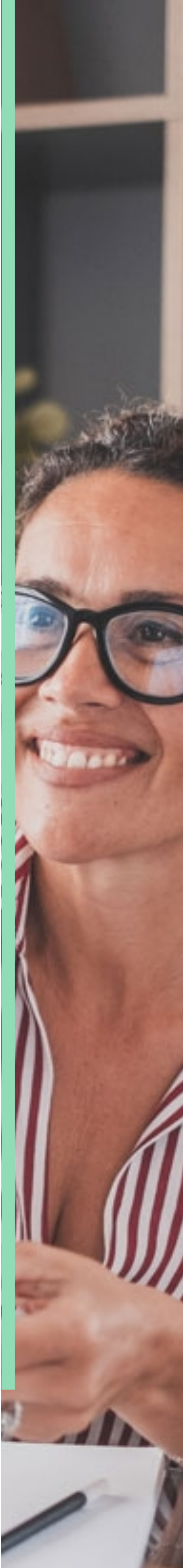
The Marketing Strategy module is designed to equip students with the foundational knowledge and skills necessary for developing effective marketing strategies. It covers a range of topics, including the marketing mix (product, price, place, and promotion), segmentation, targeting, and positioning. Students will learn how to analyze the external and internal environment, identify opportunities and threats, and develop a marketing plan that aligns with organizational goals and objectives. The module also examines the role of market research in informing marketing strategy and highlights the importance of measuring and evaluating marketing performance.

Module 02 Introduction Marketing Strategy

The module Introduction to Marketing Strategy covers various strategic models and frameworks that are commonly used in business planning and marketing. This module emphasizes the importance of corporate objectives and how marketing strategy can contribute to achieving these objectives. The Ansoff's Matrix, Boston Consulting Group Model, Business Position Matrix, Value-Based Planning Methods, and Michael Porter's Model are some of the strategic models that will be discussed.

Module 03 Understanding Opportunities

The module Understanding Opportunities is designed to provide students with the skills and knowledge required to identify and assess different domains of opportunities available to businesses. It covers topics such as market trends and forces, competitor analysis, and the assessment of market demand at the micro level. Additionally, the module explores the importance of conducting a comprehensive market analysis to determine the viability of a business opportunity, and how to use this analysis to develop an effective marketing strategy.



Module 04 Measuring Market Opportunities

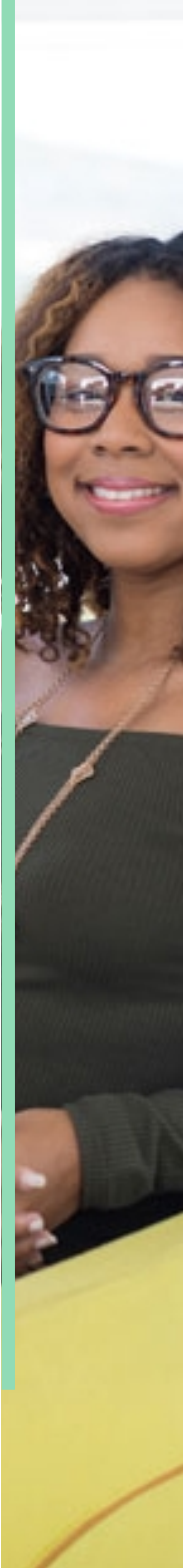
In the module on Measuring Market Opportunities, students will learn about the importance of measuring market opportunities to make informed business decisions. The module covers various techniques used to estimate market potential, such as demand analysis and customer surveys. Additionally, students will explore sales forecasting and the factors that influence it, such as market trends and competitive activity. The module also examines market share development and how businesses can gain a competitive advantage. Other topics covered in this module include the diffusion of innovation and the role of market intelligence in decision-making.

Module 05 Targeting and Positioning

This module in strategic marketing focuses on the concepts of targeting and positioning, which are critical components of developing effective marketing strategies. Students will learn how to identify consumer segments and business markets, and construct a market attractiveness position based on market analysis. The module also covers the importance of market and competitive position, as well as differentiation and brand positioning, and the use of perceptual maps and brand equity. By understanding these concepts, students will be able to develop marketing strategies that effectively target specific markets and position their brands in a way that resonates with their customers.

Module 06 Strategies for New Market Entry

The module Strategies for New Market Entry provides students with an understanding of the different strategies and approaches businesses can use when entering a new market with a new product. The module covers the product life cycle, innovation, and the types of new products. It also focuses on different strategic objectives and market entry approaches. Students will learn about the pioneer and follower strategies and the marketing implications of each approach, as well as how to evaluate and select the most appropriate strategy for their specific business and product. The module concludes by discussing the importance of executing the chosen strategy effectively and monitoring performance.



Module 07 Strategies for Growth Markets

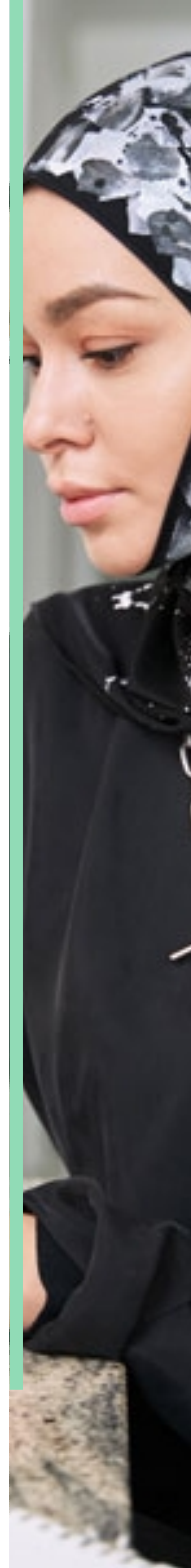
In the module Strategies for Growth Markets, students will learn about the different types of growth markets, the characteristics of these markets, and the various strategies that companies can use to succeed in these markets. The module covers topics such as market penetration, market development, product development, and diversification. It also discusses the importance of understanding the competitive landscape and identifying opportunities for growth in existing and new markets. Through case studies and real-world examples, students will gain a deeper understanding of the challenges and opportunities that come with entering and succeeding in growth markets.

Module 08 Strategies for Mature and Declining Markets

The module Strategies for Mature and Declining Markets covers a range of strategies that companies can use to manage and survive in mature and declining markets. The module explores topics such as product life cycle, market evolution, market share, and profitability. It then examines the different strategies available for businesses, including cost reduction, differentiation, market segmentation, and product innovation. Additionally, the module covers strategies for exiting a declining market and provides case studies that illustrate how successful companies have navigated through the challenges of mature and declining markets.

Module 09 Strategies for the Digital Economy

The module on Digital Marketing Strategy provides students with an understanding of the fundamental concepts and strategies for leveraging digital media to connect with customers and grow businesses. The module covers various topics, including digital customer behavior, the digital customer journey, digital marketing mix, search engine optimization (SEO), search engine marketing (SEM), content marketing, social media marketing, email marketing, and mobile marketing. It also discusses the importance of analytics and measuring the success of digital marketing efforts. Overall, the module provides students with the knowledge and skills needed to develop and implement effective digital marketing strategies.



Module 10 Implementation and Control, Measuring

The practical implementation of marketing strategies is crucial for achieving marketing goals and objectives. This module focuses on the various aspects of implementing marketing strategies effectively and efficiently. It covers the organizational structures that support marketing activities, including how to align marketing strategies with the overall organizational strategy. Additionally, the module covers the unique challenges of marketing in service organizations and how to overcome them. Finally, the module delves into performance measurement and control to ensure that marketing strategies are achieving their intended results.





Career Centre

We'll Help You Find a Job

At The Online Business Academy, we are dedicated to supporting you on your journey to success. We are confident that by leveraging the resources and connections offered by our Career Centre, you will build valuable networks and gain the confidence needed to secure a new job or promotion.

Receive a Free CV Review From The Experts at Resume Hub

By partnering with Resume Hub, we provide all our students with an added advantage in their job search. Upon enrolment, our students receive a complimentary comprehensive CV review from expert professionals, ensuring they have the best chance for success in their career.

What You'll Get With Our Career Centre

- Access to professional CV templates to update your current CV
- Complimentary personalized CV review with feedback to make your CV stand out
- Job tips and resources, including a clear five-step job success process
- Industry-relevant advice to stay up-to-date with the latest industry trends and requirements.



Very friendly and helpful stuff

They responded very quickly to my initial enquiry. The consultant gave me very helpful advice on which course would be right for me. The follow up was really great too. Helpful but not too pushy. Getting registered was quick and easy too.

Julie N.

Certificate in Xero



What Our Students Say



We pride ourselves in delivering an excellent education experience. See what our students have to say:



Maria R.

Certificate in Adobe
Photoshop

Exceptional Learning Experience

I had a great experience with the Online Business Academy! The course content was well-structured and easy to follow. The assessments helped me understand the concepts better and the feedback provided was valuable. I'm grateful for the flexible learning schedule that allowed me to study at my own pace. I would highly recommend this academy to anyone looking for a quality learning experience.



Sarah T.

Certificate in
Microsoft Word

Practical, Relevant and Fun!

I recently completed a Microsoft Word course with the Online Business Academy, and I loved it! The course was practical, relevant, and fun. The online platform was user-friendly, and the support from the academy team was exceptional. The assessments were challenging yet enjoyable, and I learned a lot from the feedback provided.



Mark J.

Digital Marketing
Bootcamp

Changed my Career Trajectory!

I joined the Online Business Academy to upskill in digital marketing, and it was the best decision I made for my career. The course content was comprehensive and up-to-date, and the assessments were challenging and relevant. The Career Centre helped me prepare a strong CV and provided valuable advice on job search strategies. The skills I learned from this academy have changed my career trajectory, and I'm grateful for the team over at the Online Business Academy.



Start Upskilling Today!

Follow our easy 4-step enrolment process - it only takes a few minutes to get started today!



1. Click on 'Get Started Now'



2. Proceed to payment



3. Receive login details



4. Start Learning!

Get Started Now, Click Here

