



Global Management Academy

G-IAM Marketing Management Qualifications

Global Management Academy

Designed for busy managers at all levels, The Global Academy provides aspiring and experienced managers with structured online career development pathways. Key features of G-IAM Qualification Programs include:

- **3 Management Levels:** develop your knowledge and skills in your current or aspired level of management.
- **Skills Profiles:** Comprehensive skills profiles in each course – share with your managers and peers.
- **Duration:** 9 months access from date of registration.
- **Credentials:** get recognition for your learning with internationally recognized Management Credentials.

Learning with GMA

GMA learning programs provide feature:

- **Online learning:** through videos, online lectures, quizzes, and self-assessments.
- **Offline Learning:** downloadable learning manuals (100+ pages) with each course.
- **Course Duration:** each course takes 10 to 20 hours to complete (depending on level)
- **Assessment:** Online M|C Exams for each program.
- **Support:** continuous personal tutor support through email and Zoom.
- **Certification:** Downloadable Course Certificates shareable on social media.

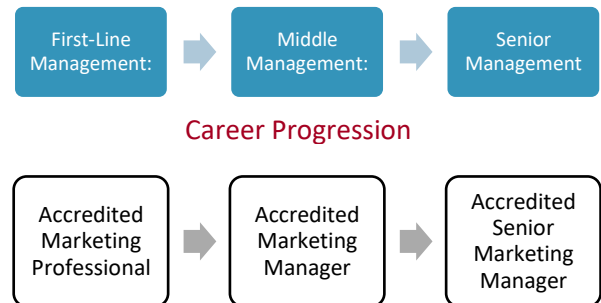
The GIAM Competency Framework

GMA courses are classified into 6 categories based on the internationally recognized G-IAM competency framework. The courses in your program will mainly comprise SALES AND MARKETING Management courses and selected vital management courses from several related competency disciplines.



G-IAM Qualification Levels

Global Human Resources management program are available at 3 levels of management enabling you to continue learning throughout your career.



Management Credentials

Showcase your achievements with Global Management Credentials.

On completion of 10 courses and online M/C examinations, you will be eligible for a G-IAM Management Credential.



3 Credentials are available:

- **FIRST-LINE MANAGEMENT- FOUNDATION CERTIFICATE:** Complete 10 required courses.
- **MIDDLE MANAGEMENT - DIPLOMA:** Complete 10 required courses.
- **SENIOR MANAGEMENT – ADVANCED DIPLOMA:** Complete 10 required courses.

The learning outcomes you've demonstrated are translated into a digital certificate and digital badge, issued, and managed through the Global Credential platform. This enables you to manage, share and verify your competencies digitally.

Skills and your Career

All Global courses feature skills profiles, which are derived from internationally recognized skills frameworks use by leading recruitment companies.

Global Digital credentials enable employers to gain a granular understanding of a candidate's capabilities. and what they can bring to the role. This is also helpful for internal use. As you gain additional digital credentials, your managers will be aware of your growing value within the organization and your readiness for new challenges and promotions.

Accredited Marketing Supervisor Qualification Courses

The Accredited Marketing Supervisor Qualification comprises the following 10 courses:



Foundations in Marketing Management

- This course provides a comprehensive introduction to the core principles of marketing and how they are applied to marketing consumer goods, industrial products and services. In addition, you will learn how to analyze your customers base to identify growth opportunities.



Foundations in Management

- Designed for new supervisors and managers, this comprehensive foundations in management course will provide you with the knowledge and skills to effectively plan and allocate work, and control your team with confidence and authority.



Essential Sales Skills

- On completion of this course, you will be able to plan for and make sales calls and carry out sales visits with more confidence, and professionalism. You will be able to make effective sales pitches, handle potential buyer objections, close deals effectively, and follow up to ensure customer retention.



Foundations in Customer Service

- This course is designed to help first-line managers develop their skills and knowledge and practice to successfully lead a front-line service team, and enable your team to meet customer needs and promote service excellence.



Business Negotiating Skills

- Learn how to plan for and manage successful business negotiations, creating win-win outcomes and ensuring profitable and rewarding business results for your organization.



Promoting Products and Services

- This practical course will give you the knowledge with which to assess the best marketing and promotional options for your business, plan for and buy in the services which will bring your business to the attention of your target markets, and build your corporate brand and image..



Attracting and Retaining Customers

- In this course, you will learn about the core principles of relationship marketing and key account management, and explores techniques and tools to build these capabilities and improve customer retention in your organization.



Social Media Marketing

- This course will give you the skills and knowledge needed to confidently plan social media campaigns. In addition, you will also gain skills in content marketing, optimising social media campaigns and advertising using various platforms.



Analyze Consumer Behavior

- This course will provide you with the skills and knowledge to analyse consumer behaviour for markets and specific needs. You will learn how to conduct a thorough analysis of consumer attitudes and behaviour and make recommendations on marketing strategies to increase consumption of the product or service being marketed.



Leading and Managing Sales Teams

- This course provides sales and marketing managers with the knowledge and tools to lead a successful sales team, and plan and execute successful sales campaigns..

Accredited Marketing Manager Qualification Courses

The Accredited Marketing Manager Qualification comprises the following 10 courses:



Market Assessment and Analysis

- This practical course in market assessment provides the foundations and the detail for the development of a successful marketing strategy and marketing plan for your business.



Develop Marketing Strategy

- This course introduces strategic marketing theory, and provides you with the knowledge and tools to identify marketing goals for your business, and apply marketing strategies and tactics to plan for and achieve these goals.



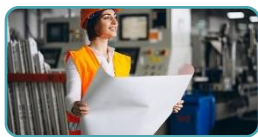
Developing a Marketing Plan

- On completion of this course, you will be able to develop a fully viable 3 year marketing plan, which you can use to grow your business, and gather support from your stakeholders, whether senior managers or investors.



Develop and Manage Marketing programs

- This comprehensive course provides an introduction to the core concepts required to develop and coordinate the marketing strategy of all types of businesses, and not for profit organizations, seeking to enhance their market focus.



Foundations in Financial Management

- Designed for managers in non-financial roles, this course will equip you with the knowledge to interpret financial statements easily, and to participate with confidence in management meetings and dialogue on the financial planning and performance of the organization.



Managing Customer Relations

- The Global CRM training course provides a strategic approach to customer engagement enabling you to build an integrated organization-wide management system which will improve your firm's sales process, build customer loyalty, and significantly improve your bottom line.



Contributing to Innovation and Creativity

- This course introduces innovation processes, and the management skills and knowledge required to support creative thinking, promote suggestion schemes, and manage small scale innovation and improvement in the organization.



Managing People for Performance

- This comprehensive course will help you get more out of your team through the use of proven tools and techniques and to enhance team motivation, engagement, and commitment to delivering results.



Develop and Market New Ventures

- This course provides managers with the skills and knowledge to plan for new business ventures, source finance and plan for the marketing of new business products and ventures.



Develop and Maintain Productive Business Relationships

- This course helps sales and marketing professionals acquire the skills and knowledge required to establish, develop and maintain effective work relationships and networks through relationship building and interpersonal skills required by workers.

Accredited Senior Marketing Manager Qualification Courses

The Accredited Senior Marketing Manager Qualification comprises the following 10 courses:



Reviewing Sales and Marketing Management Performance

- This very comprehensive course provides senior managers with the framework to review the effectiveness of sales and marketing processes and systems in the organization, and to enable you to develop strategies to grow revenue and profitability.



Understanding the Organization Operating Environment

- This course forms part of the Global Marketing Planning Program and applies the PESTEL ANALYSIS model to evaluating your business operating environment. Using the practices and tools provided in this course, you will be able to compile a detailed understanding of your operating environment to inform the development of your business and marketing strategies.



Strategic Marketing Management

- This course provides a comprehensive overview of the strategic and tactical considerations required in developing and deploying a viable and successful marketing strategy. You will learn how to use a range of models to evaluate your marketing strategy and product positioning, and develop strategies to drive growth.



Understanding International Business

- This course provides a comprehensive introduction to the context for International Business and provides senior decision makers with knowledge of the main variables to consider in reviewing and preparing for entry into international markets.



Leading Entrepreneurship in the Organization

- Entrepreneurship underpins the development of new businesses worldwide. In this course, you will learn about the core factors underpinning successful entrepreneurship, and the steps involved in successful innovation. You will also learn how to challenge existing business models and the role of technologies in creating innovation opportunities.



Executive Leadership in Practice

- This post-graduate level course is designed for experienced senior managers seeking to acquire a comprehensive insight into their own leadership capabilities and performance, and to develop the skills to extend strategic leadership across the organization.



Developing International Business

- The knowledge gained in the course will enable you to make the business case for and develop the plans with which to successfully enter new international markets.



International Marketing

- This course provides managers and marketing professionals with the knowledge to understand how to identify and evaluate opportunities in international markets, assess the different market entry modes available to companies, and develop marketing strategies to succeed in international markets.



Finance for Senior Managers

- This course provides experienced managers with the knowledge to analyze the main financial statements, and to interpret financial performance using a wide range of key financial ratios, enabling you to make informed contributions to strategic financial decision making at the senior management level within the organization.



Develop and Implement Strategic Marketing Plans

- In this course, you will acquire the knowledge and framework to develop a 3 year strategic marketing plan for your organization, with detailed financials and resourcing requirements and structures for successful roll-out and execution.

Contact us to get started.

For more information, contact us at:

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