Haramaya University

MARKETING

ONLINE SHORT COURSE

Explore the fundamentals of marketing management, and learn how to roll out an integrated marketing strategy that leverages both traditional and digital channels.



IN COLLABORATION WITH AHADU ACADEMY



ABOUT THIS COURSE

Marketing is a core function in business, and consequently, almost all organisations employ professionals or have departments dedicated to this practice. Amid a highly competitive corporate landscape, it's critical that business owners, and professionals already working in a marketing role, have a comprehensive understanding of the principles and techniques central to creating and implementing a sound marketing strategy.

The Haramaya University Marketing online short course will offer you such an understanding, whilst giving you a firm grounding in practical marketing tactics. You'll explore the full spectrum of the marketing landscape, as you learn how to formulate goals for your business and develop multifaceted campaigns to achieve these objectives. As the field of marketing is constantly evolving, this course focuses on introducing you to the latest marketing trends and techniques, across traditional and digital media, to keep your knowledge current.

10 weeks, excluding orientation

Requires approx. 7–10 hours of self-paced learning per week, entirely online

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REGISTER NOW

info@ahaduacademy.com



MEET THE COURSE CONVENOR

Hayelom Belay

Senior Lecturer, Marketing Section of the School of Management Studies, Haramaya University

Hayelom Belay has completed his Doctor of Commerce degree specialising in marketing and is registered as a chartered marketer with the Marketing Association of South Africa (MASA). He worked in various management roles in the corporate and academic sectors prior to joining Haramaya University. His areas of research specialisation include consumer behaviour, brand management, and consumer neuroscience.

THIS COURSE IS FOR YOU IF YOU WANT TO:

1. **DEVELOP FULL-SCALE CAMPAIGNS**
   Create a holistic marketing strategy that incorporates both traditional and digital marketing best practices.

2. **TARGET RELEVANT AUDIENCES**
   Learn how to define your target market, create a brand identity, and select the most relevant marketing platforms.

3. **RECEIVE FORMAL RECOGNITION**
   Earn powerful, verifiable proof of your marketing abilities with a digital certificate from Haramaya University.

YOU'LL WALK AWAY WITH THE ABILITY TO:

- **Understand the fundamentals of marketing management**, including market research, customer analysis, brand development and sales
- **Identify your business's strengths and weaknesses**, while pinpointing market threats and opportunities
- **Develop appropriate, competitive marketing strategies** based on this knowledge
- **Analyse competitors** and create comprehensive **buyer personas**
- **Select appropriate marketing avenues** (both traditional and digital) based on customers' behaviour, wants, and needs
- **Understand the relationship between marketing and sales**
- **Measure the effectiveness** of specific promotional tactics
- **Design a full-scale campaign** that adheres to a fixed budget

WHO SHOULD TAKE THIS COURSE

Whether you're currently working in a marketing-related position or are interested in moving into this field, you'll find value in taking this course. It will also benefit business owners and entrepreneurs who'd like to learn how to position and promote their products or services for future growth. Marketing managers, social media managers, content marketers, marketing executives, email marketers, sales consultants, and website administrators will have the opportunity to update their existing marketing skill set with this course. The content is updated regularly to reflect the latest developments in the field, ensuring that you're equipped with relevant knowledge to apply immediately in your career or business.



WHAT WILL YOU LEARN ON THIS COURSE?

Find out more about the learning outcomes you'll achieve as you progress through the **10 modules** of this course:

ORIENTATION MODULE

WELCOME TO YOUR ONLINE CAMPUS

You'll be welcomed to the course and begin connecting with fellow students, while exploring the navigation and tools of your Online Campus. Be alerted to key milestones in the learning path, and review how your results will be calculated and distributed.

You'll be required to complete your student profile, confirm your email address for the delivery of your digital certificate, and submit a digital copy of your passport/identity document.

Please note that module titles and their contents are subject to change during course development.

MODULE 1

UNDERSTANDING MARKETING MANAGEMENT AND PLANNING

An introduction to the world of marketing, including ways to set marketing goals and objectives and plan an effective campaign.

- Define the practice of marketing
- Identify the benefits of a marketing strategy
- Choose the correct 'P' according to a product or service marketing scenario
- Investigate the need for a marketing budget
- Debate the importance of setting marketing goals and objectives
- Formulate a series of marketing goals for a business
- Identify the elements of the 'Ps' that make up a brand's marketing mix

MODULE 2

MARKET RESEARCH

An introduction to market research, its role in the marketing strategy, and the various market research tools available.

- Define market research
- Explain the purpose of a buyer persona
- Describe the market research process
- Illustrate the difference between qualitative and quantitative research
- Argue for a choice of qualitative or quantitative market research tools
- Analyse a set of market research data
- Create a comprehensive buyer persona



MODULE 3

BRANDING STRATEGY

Learn the value of a clear and relatable brand identity, and how to create one.

- Identify the need for a branding strategy
- Identify the role of a vision and mission statement
- Compare various types of branding strategies for products
- Recommend improvements to various brand identities
- Investigate ways of protecting a brand identity

MODULE 4

THE PRODUCT OR SERVICE PLAN

An introduction to the difference between products and services, and the marketing strategies that distinguish them.

- Identify the differences between products and services
- Differentiate between the marketing strategies for products and services
- Assess the value of given product and service marketing plans
- Choose between wholesalers versus retailers for distribution
- Recommend alternative product and service marketing strategies

MODULE 5

COMPETITIVE ANALYSIS

Learn the importance of effective competitor analysis and the role it plays in market research and marketing strategy.

- Define market segmentation and its purpose
- Identify the various types of market segmentation
- Contrast the various methods for conducting a competitor analysis
- Illustrate the effectiveness of a SWOT analysis
- Compile a SWOT analysis for a given business
- Predict the impact of various competitors and adjust a marketing strategy accordingly

MODULE 6

TRADITIONAL MARKETING TACTICS AND CHANNELS

An overview of the various types of marketing channels and tactics available to the marketer.

- Identify the various available marketing channels
- Choose a marketing channel based on a given scenario
- Identify the difference between direct and indirect marketing
- Analyse a company's choice of marketing channel in relation to their goals and budget
- Select the correct marketing channels based on a company's marketing goals and budget

> ***Having earned a Haramaya university certificate attests to my abilities and understanding of the subject matter because of the reputation the university holds. It has given me a marketable advantage compared to the next person.***

Belete Hailu
Past Student



MODULE 7

DIGITAL MARKETING

Learn about the various avenues for internet marketing, including good web design, social media, and mobile marketing.

- Discuss the value of digital marketing
- Describe the characteristics of a good website
- Analyse websites for bad design elements
- Evaluate websites and blog copy or content
- Choose the role of social media in digital marketing
- Distinguish between various types of online advertising and their benefits
- Create a digital marketing campaign

MODULE 8

THE SALES PLAN

A review of the differing roles of sales and marketing in a business, and how they work together.

- Identify the role of sales in a business
- Contrast the roles of sales and marketing
- Illustrate the sales process
- Investigate ways in which sales and marketing can work together

MODULE 9

MEASURING MARKETING SUCCESS

An introduction to ways of measuring and understanding the progress of a marketing campaign, including an overview of the various tools for measuring.

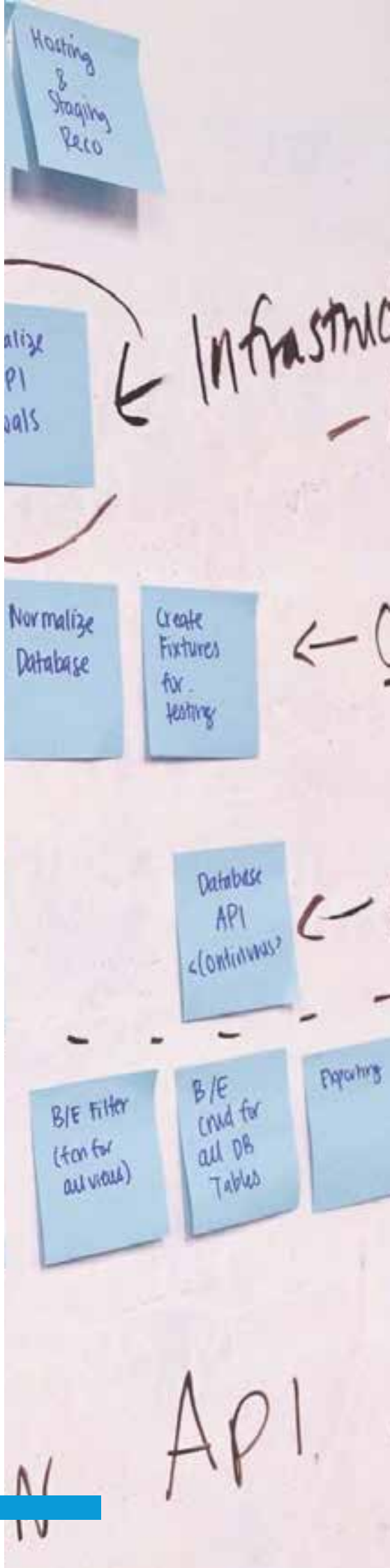
- Explain the need for measuring marketing tactics
- Research the various metrics used in marketing
- Analyse the various tools available to measure marketing success
- Apply data in order to improve a marketing campaign and achieve marketing goals
- Measure the effectiveness of different marketing tactics

MODULE 10

PUTTING YOUR MARKETING STRATEGY TOGETHER

This module brings together everything covered previously, culminating in a fleshed out marketing campaign for your business.

- Describe the various elements of a marketing campaign and how they interact
- Illustrate the need for careful budgeting in marketing campaigns
- Select channels to include in a marketing campaign based on a given budget
- Predict the costs of various marketing channels
- Design a campaign according to a fixed budget

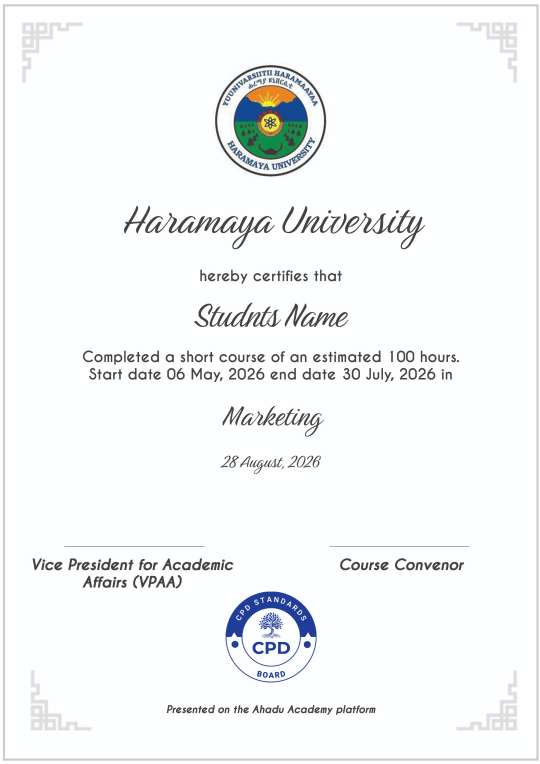


ABOUT THE CERTIFICATE

Earn a certificate of completion from Haramaya University, Africa's leading university, as recognition of your newly developed skills.

Assessment is continuous and based on a series of practical assignments completed online. In order to be issued with a digital certificate, you'll need to meet the requirements outlined in the course handbook. The handbook will be made available to you as soon as you begin the course.

Your digital certificate will be issued in your legal name and issued upon successful completion of the course, as per the stipulated requirements. Please note, due to additional administrative requirements, at times course certificate issuance may be delayed by several weeks/months.



WHO YOU'LL LEARN FROM

The design of this online short course is guided by Haramaya University and industry experts who will share their experience and in-depth knowledge with you throughout the course.

YOUR SUCCESS TEAM

Ahadu Academy, which is collaborating with Haramaya University to deliver this online course, provides a personalised approach to online education that ensures you're supported throughout your learning journey.

HEAD TUTOR

A subject expert who'll guide you through content-related challenges.

SUCCESS ADVISOR

Your one-on-one support available during university hours (8am–5pm SAST) to resolve technical and administrative challenges.

GLOBAL SUCCESS TEAM

Available 24/7 to solve your tech-related and administrative queries and concerns.

A POWERFUL COLLABORATION

Since 2022, Protia Solutions, through its educational arm Ahadu Academy, has collaborated with Haramaya University to bring the university's esteemed programs online. This strategic transition to an online education model is driven by Haramaya University's commitment to expanding access to high-quality education across Ethiopia and beyond. The initiative aims to reach students who previously faced barriers to education due to geographical constraints, creating opportunities for growth for both the university and its future students throughout the region.

WHAT IS HARAMAYA UNIVERSITY?

Founded in 1954, Haramaya University has a proud tradition of academic excellence and contributing to social change and development through its innovative scholarship, faculty, and students. Haramaya's reputation for excellence is supported by its impactful research, driven by its esteemed faculty, many of whom are leaders in their respective fields.

WHAT IS AHADU ACADEMY?

Protia Solutions, through its educational branch Ahadu Academy, collaborates with leading universities to design and deliver high-quality online short courses with a data-driven emphasis on learning outcomes. Combining advanced technology with academic rigor, our learner-centric model empowers individuals worldwide to gain industry-relevant skills certified by reputable academic institutions.



HOW YOU'LL LEARN

Every course is broken down into manageable, weekly modules, designed to accelerate your learning process through diverse learning activities:

- Work through your downloadable and online instructional material
- Interact with your peers and learning facilitators through weekly class-wide forums and reviewed small group discussions
- Enjoy a wide range of interactive content, including video lectures, infographics, live polls, and more
- Investigate rich, real-world case studies
- Apply what you learn each week to quizzes and ongoing project submissions, culminating in a thorough understanding of Marketing

TECHNICAL REQUIREMENTS

BASIC REQUIREMENTS

In order to complete this course, you'll need a current email account and access to a computer and the internet, as well as a PDF Reader. You may need to view Microsoft PowerPoint presentations, and read and create documents in Microsoft Word or Excel.

BROWSER REQUIREMENTS

We recommend that you use Google Chrome as your internet browser when accessing the Online Campus. Although this is not a requirement, we have found that this browser performs best for ease of access to course material. This browser can be downloaded *here*.

ADDITIONAL REQUIREMENTS

Certain courses may require additional software and resources. These additional software and resource requirements will be communicated to you upon registration and/or at the beginning of the course. Please note that Google, Vimeo, and YouTube may be used in our course delivery, and if these services are blocked in your jurisdiction, you may have difficulty in accessing course content. Please check with an Enrolment Advisor before registering for this course if you have any concerns about this affecting your experience with the Online Campus.



HARAMAYA UNIVERSITY

MARKETING

ONLINE SHORT COURSE

THIS SOUNDS PERFECT FOR MY CAREER!

I'M READY TO REGISTER

CONTACT US

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