



*Training Course:  
Professional Certified Marketer (PCM)*

*21 - 25 July 2025  
Cape Town (South Africa)  
DoubleTree by Hilton Cape Town - Upper Eastside*

## Training Course: Professional Certified Marketer (PCM)

Training Course code: SM234971 From: 21 - 25 July 2025 Venue: Cape Town (South Africa) - DoubleTree by Hilton Cape Town - Upper Eastside Training Course Fees: 5950 € Euro

### Introduction

The Professional Certified Marketer PCM program is a marketing certification program that is designed to help marketing professionals enhance their marketing skills and knowledge. This training program is designed to prepare participants for the PCM certification exam by covering key marketing concepts, theories, and practices.

### Objectives

Upon completion of this training program, participants will be able to:

- Understand key marketing concepts and theories
- Apply marketing practices and strategies to real-world business problems
- Develop and implement effective marketing plans
- Use data and analytics to measure and improve marketing performance
- Prepare for the PCM certification exam and become a certified marketing professional

### Target Audience

This training program is designed for marketing professionals who are interested in obtaining the Professional Certified Marketer PCM certification. It is suitable for individuals at all levels of marketing experience, from entry-level to experienced professionals.

### Outlines

Day 1:

#### Marketing Concepts and Theories

- Overview of key marketing concepts and theories
- Content Marketing
- Understanding customer behavior and psychology
- Social Media Marketing
- Market segmentation, targeting, and positioning

Day 2:

Marketing Strategy and Planning

- Developing a marketing strategy
- Search Engine Optimization SEO
- Conducting a marketing audit
- Paid Search PPC Using Google Ads
- Creating a marketing plan

Day 3:

Product and Brand Management

- Understanding product and brand management
- Display and Video Advertising
- Email Marketing
- Website Optimization
- Developing a product and brand strategy
- Managing product and brand lifecycles

Day 4:

Marketing Communications

- Developing a marketing communications strategy
- Advertising, sales promotion, and public relations
- Google Analytics
- Measuring the effectiveness of marketing communications

Day 5:

Marketing Analytics and Measurement

- Using data and analytics to measure and improve marketing performance
- Understanding key marketing metrics

- Preparing for the PCM certification exam

## Registration form on the Training Course: Professional Certified Marketer (PCM)

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

### Delegate Information

Full Name (Mr / Ms / Dr / Eng): .....  
Position: .....  
Telephone / Mobile: .....  
Personal E-Mail: .....  
Official E-Mail: .....

### Company Information

Company Name: .....  
Address: .....  
City / Country: .....

### Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): .....  
Position: .....  
Telephone / Mobile: .....  
Personal E-Mail: .....  
Official E-Mail: .....

### Payment Method

- ☐ Please find enclosed a cheque made payable to Global Horizon
- ☐ Please invoice me
- ☐ Please invoice my company

### Easy Ways To Register

Telephone:  
+201095004484 to  
provisionally reserve your  
place.

Fax your completed  
registration  
form to: +20233379764

E-mail to us :  
info@gh4t.com  
or training@gh4t.com

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