



*Training Course:
Professional Certified Marketer (PCM)*

*15 - 19 February 2027
Cape Town (South Africa)
DoubleTree by Hilton Cape Town - Upper Eastside*

Training Course: Professional Certified Marketer (PCM)

Training Course code: SM234971 From: 15 - 19 February 2027 Venue: Cape Town (South Africa) - DoubleTree by Hilton Cape Town - Upper Eastside Training Course Fees: 6350 € Euro

Introduction

The **Professional Certified Marketer PCM** is a globally recognized certification offered by the American Marketing Association. It validates a professional's expertise in marketing strategy, digital marketing, and customer-centric practices. Achieving PCM certification demonstrates strong competency in modern marketing frameworks and enhances career credibility.

This program, designed by Global Horizon Training Center, prepares participants to successfully pass the PCM certification exam while strengthening their practical marketing knowledge and skills.

Course Objectives

By the end of this program, participants will be able to:

- Understand the structure and requirements of the PCM certification
- Master core marketing concepts and frameworks
- Apply strategic marketing planning techniques
- Analyze consumer behavior and market trends
- Develop integrated marketing strategies
- Utilize digital marketing tools and channels
- Prepare effectively for the PCM exam
- Apply learned concepts in real-world scenarios

Target Audience

This program is designed for:

- Marketing Professionals and Specialists
- Digital Marketing Practitioners
- Brand and Product Managers
- Business Development Professionals
- Entrepreneurs and Business Owners
- Individuals preparing for PCM certification

Outline Exam Preparation Focus

Day 1: Marketing Foundations and PCM Overview

- Overview of PCM certification structure
- Core marketing principles and frameworks
- Customer value and market orientation
- Marketing environment analysis
- Strategic marketing overview

Day 2: Consumer Behavior and Market Analysis

- Customer decision-making process
- Market segmentation, targeting, positioning STP
- Market research fundamentals
- Competitive analysis
- Data-driven insights

Day 3: Marketing Strategy and Planning

- Developing marketing strategies
- Product, pricing, and distribution strategies
- Branding and positioning
- Integrated Marketing Communications IMC
- Strategic planning tools

Day 4: Digital Marketing and Channels

- Social media marketing
- SEO and SEM basics
- Email marketing and automation
- Content marketing strategies
- Digital campaign management

Day 5: Performance Measurement and Exam Preparation

- Marketing KPIs and metrics
- ROI and performance evaluation
- Practice questions and mock exam
- Exam strategies and tips
- Final review and Q&A

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

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Payment Method

- ☐ Please find enclosed a cheque made payable to Global Horizon
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