



Certified Services Marketing
Manager
VS-1109

Vskills Certifications

Vskills Brochure



Skills for a secure future

Certified Services Marketing Manager

Certification Code VS-1109

Vskills certification for Services Marketing Manager assesses the candidate as per the company's need for marketing of their service offerings in Indian and International markets. The certification tests the candidates on various areas in marketing management, MIS, CRM, market research, market segmentation, service strategy, Pricing, Demand management, consumer protection law, international marketing service failure and recovery.

Why should one take this certification?

This Course is intended for professionals and graduates wanting to excel in their chosen areas. It is also well suited for those who are already working and would like to take certification for further career progression.

Earning Vskills Services Marketing Manager Certification can help candidate differentiate in today's competitive job market, broaden their employment opportunities by displaying their advanced skills, and result in higher earning potential.

Who will benefit from taking this certification?

Job seekers looking to find employment in marketing departments of various companies, students generally wanting to improve their skill set and make their CV stronger and existing employees looking for a better role can prove their employers the value of their skills through this certification.

Test Details

- **Duration:** 60 minutes
- **No. of questions:** 50
- **Maximum marks:** 50, Passing marks: 25 (50%)

There is no negative marking in this module.

Fee Structure

Rs. 3,499/- (Excludes taxes)*

*Fees may change without prior notice, please refer <http://www.vskills.in> for updated fees

Companies that hire Vskills Services Marketing Manager

Services Marketing Managers are in great demand. Companies specializing in marketing or offering services are constantly hiring skilled services marketing managers. Various public and private companies also need services marketing managers for their marketing departments.

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Sample Questions

1. _____ can be produced and marketed as a product.
 - A. Information
 - B. Celebrities
 - C. Durable goods
 - D. Organizations

2. Marketers often use the term _____ to cover various groupings of customers.
 - A. People
 - B. Buying power
 - C. Demographic segment
 - D. Market

3. Marketing is not a department so much as a _____.
 - A. Company orientation
 - B. Philosophy
 - C. Function
 - D. Branch of management

4. For each target market, the firm develops a _____. The offering is positioned in the minds of the target buyers as delivering some central benefit(s).
 - A. Value offering
 - B. Niche offering
 - C. Market offering
 - D. Segment offering

5. If a marketer decides to use warehouses, transportation companies, banks, and insurance companies to facilitate transactions with potential buyers, the marketer is using what is called a _____.
 - A. Service channel
 - B. Distribution channel
 - C. Brand channel
 - D. Relationship channel

Answers: 1 (A), 2 (D), 3 (A), 4 (C), 5 (A)

Certifications

➤ Accounting, Banking and Finance

- Certified AML-KYC Compliance Officer
- Certified Business Accountant
- Certified Commercial Banker
- Certified Foreign Exchange Professional
- Certified GAAP Accounting Standards Professional
- Certified Financial Risk Management Professional
- Certified Merger and Acquisition Analyst
- Certified Tally 9.0 Professional
- Certified Treasury Market Professional
- Certified Wealth Manager

➤ Big Data

- Certified Hadoop and Mapreduce Professional

➤ Cloud Computing

- Certified Cloud Computing Professional

➤ Design

- Certified Interior Designer

➤ Digital Media

- Certified Social Media Marketing Professional
- Certified Inbound Marketing Professional
- Certified Digital Marketing Master

➤ Foreign Trade

- Certified Export Import (Foreign Trade) Professional

➤ Health, Nutrition and Well Being

- Certified Fitness Instructor

➤ Hospitality

- Certified Restaurant Team Member (Hospitality)

➤ Human Resources

- Certified HR Compensation Manager
- Certified HR Staffing Manager
- Certified Human Resources Manager
- Certified Performance Appraisal Manager

➤ Office Skills

- Certified Data Entry Operator
- Certified Office Administrator

➤ Project Management

- Certified Project Management Professional

➤ Real Estate

- Certified Real Estate Consultant

➤ Marketing

- Certified Marketing Manager

➤ Quality

- Certified Six Sigma Green Belt Professional
- Certified Six Sigma Black Belt Professional
- Certified TQM Professional

➤ Logistics & Supply Chain Management

- Certified International Logistics Professional
- Certified Logistics & SCM Professional
- Certified Purchase Manager
- Certified Supply Chain Management Professional

➤ Legal

- Certified IPR & Legal Manager
- Certified Labour Law Analyst
- Certified Business Law Analyst
- Certified Corporate Law Analyst

➤ Information Technology

- Certified ASP.NET Programmer
- Certified Basic Network Support Professional
- Certified Business Intelligence Professional
- Certified Core Java Developer
- Certified E-commerce Professional
- Certified IT Support Professional
- Certified PHP Professional
- Certified Selenium Professional
- Certified SEO Professional
- Certified Software Quality Assurance Professional

➤ Mobile Application Development

- Certified Android Apps Developer
- Certified iPhone Apps Developer

➤ Security

- Certified Ethical Hacking and Security Professional
- Certified Network Security Professional

➤ Management

- Certified Corporate Governance Professional
- Certified Corporate Social Responsibility Professional

➤ Life Skills

- Certified Business Communication Specialist
- Certified Public Relations Officer

➤ Media

- Certified Advertising Manager
- Certified Advertising Sales Professional

➤ Sales, BPO

- Certified Sales Manager
- Certified Telesales Executive

& many more job related certifications

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