



Certified Marketing Planning
Manager
VS-1187

Vskills Certifications

Vskills Brochure



Certified Marketing Planning Manager

Certification Code VS-1187

Vskills certification for Marketing Planning Manager assesses the candidate as per the company's need for marketing or sales. The certification tests the candidates on various areas in marketing audit, environmental analysis, segmentation, targeting, position, marketing strategies, SWOT, pricing, distribution, communication, implementation, ethics and digital marketing.

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 Marketing Planning 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 or sales 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 Marketing Planning Manager

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

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Sample Questions

1. The direct channel has this limitation.
 - A. market exploitation
 - B. control
 - C. communication
 - D. cost

2. Which mode of transportation is considered to be the least expensive?
 - A. Water
 - B. Road
 - C. Rail
 - D. Pipeline

3. All those factors particular to a time and place that do not follow from knowledge of the stable attributes of the consumer and the stimulus and that have an effect on current behavior are known as _____.
 - A. situational influence
 - B. motivators
 - C. consumption triggers
 - D. consumption influencers

4. Which of the following also includes a situation-specific component?
 - A. personality
 - B. self-concept
 - C. involvement
 - D. demographics

5. Most producers use _____ to bring their products to market.
 - A. detailers
 - B. intermediaries
 - C. expeditors
 - D. agents

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

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

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- 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

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- Certified iPhone Apps Developer

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- Certified Network Security Professional

➤ Management

- Certified Corporate Governance Professional
- Certified Corporate Social Responsibility Professional

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- Certified Public Relations Officer

➤ Media

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- Certified Advertising Sales Professional

➤ Sales, BPO

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- Certified Telesales Executive

& many more job related certifications

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