

1. Title of the certificate (tr) (1)

Stratejik Pazarlama Sertifika Programı

⁽¹⁾ in original language.

2. Translated title of the certificate (en) (1)

Strategic Marketing Certificate Program

⁽¹⁾ This translation has no legal status

3. Profile of skills and competences

Holder of the certificate is eligible to:

- 1. Market analysis
- 2. Making performance measurement
- 3. Preparing the current situation analysis
- 4. Examining risk factors
- 5. Developing strategies to create cost and differentiation advantage
- 6. Restructuring and realizing the findings of strategic issue analysis

4. Range of occupations accessible to the holder of the certificate (1)

- Sales Department
- Marketing Department

⁽¹⁾ if applicable

^(*)Explanatory notes

This document is designed to provide additional information about the specified certificate and does not have any legal status in itself. The format of the description is based on the following texts: Council Resolution 93/C 49/01 of 3 December 1992 on the transparency of qualifications, Council Resolution 96/C 224/04 of 15 July 1996 on the transparency of vocational training certificates, and Recommendation 2001/613/EC of the European Parliament and of the Council of 10 July 2001 on mobility within the community for students, persons undergoing training, volunteers, teachers and trainers.

5. Official basis of the certificate

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| Name and status of the body awarding the certificate Ondokuz Mayıs Üniversitesi Uzaktan Eğitim Uygulama ve Araştırma Merkezi Kurupelit Kampüsü Atakum/SAMSUN Tel: 0362.312 1920 E-posta: irtibat@uzem.omu.edu.tr https://uzem.omu.edu.tr/ | Name and Status of the national / regional authority providing accreditation / recognition of the certificate Ondokuz Mayıs University |
| Level of the certificate (national or international) | Grading scale/Pass requirements Must be 50 points or above. |
| Access to next level of education/training This training is not additional duration of another study. | International agreements There is no any international agreement. |
| Legal Basis | |

6. Official recognised ways of acquiring the certificate

| Explanations about the education | Percentage of total programme (%) | Duration (hours / weeks / months / years) |
|----------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------|-------------------------------------------|
| Theory training based | 85 | 72 hours |
| Project based | 15 | 12 hours |
| Duration of the certificate | | 84 hours |
| Entry requirements Participants are required to have at least a bachelor's degree in either "Business" or "Marketing" departments. | | |
| For further information: http://www.myk.gov.tr | | |
| Europass http://www.europass.gov.tr | | |
| For further information about our training: https://uzem.omu.edu.tr/ | | |