



**THE UNIVERSITY OF THE WEST INDIES
GLOBAL CAMPUS**

**JAMAICA EASTERN
CAMP ROAD**

Marketing & Sales

Target Group:

Persons who are already practicing in the field or interested in practicing but have not received formal training in this area.

Entry Requirement:

School Leaver's Certificate or 1 yr. Work Experience

- **Nature & Scope of Marketing**
- **Product – Planning and Management**
- **Distribution**
- **The Promotions Mix**
- **Pricing**
- **Sales Management**

Duration: 10 weeks

Contact Hours: 30

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