



accra  
business  
school

ADVANCED PROGRAM IN  
**COMMUNICATION  
& MARKETING**

**100%  
ONLINE**



[www.abs.edu.gh](http://www.abs.edu.gh)



# *Student Success is Our Success*

## **ABOUT ACCRA BUSINESS SCHOOL**

The Accra Business School (ABS) is a prestigious Christian Business School accredited to offer a range of globally recognised postgraduate, undergraduate and professional programmes in a Christ-centred scholarly environment that integrates faith and learning.

The institution dates from 2004 when it was founded as a training institution by Bishop Gideon and Lady Olivia Titi-Ofei. It has enjoyed three separate name designations prior to assuming its current name, each reflective of its educational journey.

First, it was founded as the African Centre for Leadership and Human Resource Development (AFRILEAD) to provide quality affordable short-term training to very busy professionals. Second, in 2010 it became the Graduate School of Governance and Leadership to coincide with its expansion into undergraduate programmes.

Our new name - Accra Business School - emphasises the importance of our location, speciality and specificity of education provision.

In a short period of less than 20 years, we have established ourselves as one of the most successful providers of private sector higher education in Ghana with a stellar reputation in both Ghana and internationally as evidenced by our portfolio of collaborative partnerships that we have secured.

This success has been achieved by virtue of inspired and committed sector experienced leadership, being attuned to the needs and requirements of Ghanaian students, robust commitment to quality and regulatory compliance and providing quality education at affordable fees.

## **MISSION**

To develop a new breed of global business leaders educated to global standards who can create jobs, increase incomes and reduce poverty in Africa.

## **VISION**

To be the pre-eminent and the most preferred Christian business school in Africa.

# Delivering Job Creators



## OUR CORE VALUES REPRESENT WHO WE ARE

WE ARE L.E.A.D.E.R.S

### LEADERS

- Listening : Because you talk, We listen.
- Excellence : Because you deserve the best.
- Access : Because you deserve a chance.
- Dedication : Because you can count on us.
- Expertise : Because our skills guarantee your success.
- Relationship : Because we are your friends.
- Spirituality : Because Christ matters.

## FIVE CORE VALUES

The core values of the Accra Business School are five 'A's

### I. Accreditation

We believe that one of the most important hallmarks of a successful higher education institution is to offer globally recognized and accredited programmes to its students.

### II. Affiliation

In a globalized world, transnational academic partnerships are the key to building a

global institution.

### III. Agility

As an innovative Business School, Accra Business School is dynamic and very determined to meet the ever changing educational/skills/training needs of the 21st Century Business Leader.

### IV. Accessibility

- Our multiple pathway approaches to recruitment ensures that there is always a place for everyone and everyone has a place.

### V. Affordability

We believe that quality education should not be the preserve of just a privileged few, which is why our course fee structure ensures that brilliant but needy students are not disadvantaged.



## COURSE DESCRIPTION

This advanced program in Communication and Marketing provides students with the knowledge and skills to develop effective communication and marketing strategies. Students will learn how to create and implement effective communication and marketing plans, analyze and interpret data, and develop effective strategies for reaching target audiences.

## AIMS

The aim of this program is to equip students with the knowledge and skills to develop effective communication and marketing strategies.

## OBJECTIVES

1. Develop an understanding of the principles of communication and marketing.
2. Analyze and interpret data to develop effective communication and marketing strategies.

3. Create and implement effective communication and marketing plans.
4. Develop strategies for reaching target audiences.

### **LEARNING OUTCOMES**

Upon completion of this program, students will be able to:

1. Demonstrate an understanding of the principles of communication and marketing.
2. Analyze and interpret data to develop effective communication and marketing strategies.
3. Create and implement effective communication and marketing plans.
4. Develop strategies for reaching target audiences.

### **COURSE CONTENT**

1. Introduction to Communication and Marketing
2. Principles of Communication and Marketing
3. Analyzing and Interpreting Data
4. Developing Communication and Marketing Strategies
5. Creating and Implementing Communication and Marketing Plans
6. Reaching Target Audiences

**DURATION**

**8 WEEKS**

**STARTING**

**23 OCTOBER, 2023**

**COST:  
GHc 2,550**

**APPLY NOW**