

HND Marketing, Trade, Sale

Course Overview & Study Guide

Note: This document is an academic study guide produced by UNEE based on the official HND examination framework. It is not an official government syllabus. For the official syllabus, contact the Ministry of Higher Education, Cameroon.

About HND Marketing, Trade, Sale

Marketing and sales are the engine of every business in Cameroon. Every organisation needs professionals who can develop and execute commercial strategies.

The HND MTS program gives you hands-on skills in sales techniques, marketing research, customer relationship management, and competitive strategy.

Cameroon's growing consumer market is creating more demand for formally trained marketing professionals.

Course Structure — HND MTS

Credit values are set by the Ministry of Higher Education, Cameroon.

PROFESSIONAL COURSES

Code	Course Title	Credits
MTS14	Case Study	12
MTS15	Marketing Management and Sales Policy	6
MTS16	Practice of Marketing	10
MTS17	Analytical Accounting and Strategy	6

TRANSVERSAL COURSES

Code	Course Title	Credits
ENG101	English Language	1
FRN101	French Language	1
LCE101	Law and Citizenship Education	1
ECE21	Enterprise Creation and Entrepreneurship	1

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Total Credits: 39

Career Paths — HND Marketing, Trade, Sale

- Sales Representative
- Brand Manager
- Customer Relationship Manager
- Commercial Manager
- Marketing Officer
- Trade Marketing Executive
- Business Development Officer

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