

**UDZUNGWA MOUNTAINS COLLEGE TRUST (UMCTO) FOR HIGHEST STANDARDS OF
EDUCATION & BETTER CUSTOMER SERVICE**

**(Proudly Tanzanian Patriotic College & Tanzania's No. 1 Training Institute for Tour Management,
Tourism Professionals, Hospitality Professionals, Foreign Languages, Tour Directors & Guides)**

COLLEGE HEADQUARTERS (Established since 2008)

Postal College Address / Mailing Address

P. O. BOX 17 MOSHI – KILIMANJARO, TANZANIA – EAST AFRICA

N. S. S. F – Former Building, First Floor, Old Moshi Road Street

Opposite – Idara ya Maji na Wakala wa Misitani Tanzania (TFS)

**PROSPECTUS FOR SALES MANAGEMENT & MARKETING/MARKETING &
SALES MANAGEMENT TRAINING (CERTIFICATE & DIPLOMA)**

Email: trust@udzungwamountainscollege.com

www.udzungwamountainscollege.com

www.udzungwamountainscollege.ac.tz

Websites: **COLLEGE TOURISM BUSINESS PROJECTS**

www.domestictourismsafaris.co.tz

www.domestictourismsafaris.com

www.tazamaramanitanzania.com

www.watch-theworldmap.co.tz

www.watchtanzanianmap.co.tz

www.watchtanzaniamap.co.tz

www.tazamaramanisayaridunia.co.tz

UDZUNGWA MOUNTAINS COLLEGE STUDENTS CLUB OF ENTREPRENEURSHIP

www.umcsce.co.tz

Cell Phones: + 255 784 815 517 /+ 255 762988 420 /+ 255 659 834 224

Tanzania ... a country of striking differences – geographically and culturally. Nestled between the Indian Ocean and Lake Tanganyika. Tanzania has more to offer to the world than other African countries. Incredible natural beauty. A combination of the old and the new. Like medieval towns and ultra-modern hotels. As well as endless variety of sports, beaches, national parks, wildlife reserves, archaeological sites and festivals. It is unbelievable!

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**PROSPECTUS (CERTIFICATE & DIPLOMA)
2020 – 2025 & BEYOND FOR PROFESSIONAL
SALES MANAGEMENT &
MARKETING/MARKETING & SALES
MANAGEMENT TRAINING**

ACADEMIC PROGRAMMES 2020 - 2025 & BEYOND (Certificate & Diploma Programmes) - Professional Sales Management & Marketing/Marketing & Sales Management Training (Fees for both Certificate & Diploma Training).

- **1. CERTIFICATE (S) IN PROFESSIONAL SALES MANAGEMENT & MARKETING/MARKETING & SALES MANAGEMENT TRAINING**
- Total fees (1½ year) - Tshs 2,000,000/=

Payment system/program

1.	Half Training Fee - Tshs 1,000,000/= (When Joining)
2.	Installment Tshs 500,000/= (Every three months)
3.	Full Amount Tshs 2,000,000/=

- Course fees cover - Learning materials, binoculars, uniforms, books, birdsong CD's, Foreign languages materials, laptops & ipods, counter book & pens, and many more as per the particular field of study.

2. DIPLOMA IN PROFESSIONAL SALES MANAGEMENT & MARKETING/MARKETING & SALES MANAGEMENT TRAINING

- Total fees (2½ years) - Tshs 2,800.000/=

1. Payment system/program

1.	Half Training Fee - Tshs 1,400,000/= (When Joining College)
2.	Installment Tshs 700,000/= (Every three months)
3.	Full Amount Tshs 2,800,000/=

- Course fees cover - Learning materials, binoculars, uniforms, books, birdsong CD's, Foreign languages materials, camera, laptops & ipods, counter books & pens and many more as per the particular field of study.

- **SALES MANAGEMENT & MARKETING / MARKETING & SALES MANAGEMENT TRAINING**

⇒ This program provides training to ENSURE Management SUCCESS IN THE VITAL FIELDS OF MANAGING SALES AND MARKETING. Top - class selling ability is not all that is required for success in sales/marketing management. Not only must knowledge be possessed about market research, about distribution channels,

marketing strategies, advertising, publicity, public relations, and much more, but a sales/marketing manager must manage his or her subordinates; recruit them, motivate them, control them, plan and organize their activities. Training is essential for success in sales/marketing; this very practical program provides the very best training on the wide – ranging duties of sales and marketing managers and staff in today's highly competitive world of business.

- KEY TOPICS/STUDY UNITS COVERED IN BOTH CERTIFICATES & DIPLOMA IN PROFESSIONAL SALES MANAGEMENT & MARKETING/MARKETING & SALES MANAGEMENT
- 1. Principles of salesmanship; internal selling, commercial travelling. Methods of selling. The internet. Consumers and commercial buyers.
- 2. Principles of Management; recruiting, training, remunerating, controlling and motivating sales personnel, building sales teams.
- 3. Market research; consumer research, market surveys, test marketing, sales forecasting, planning, budgeting and budgetary control.
- 4. Channels of distribution; selecting the best for the products. Credit terms and credit limits. Discounts, trade, quantity. Export selling.
- 5. Direct and indirect advertising and publicity, sales promotion, sales letters and sales literature, direct marketing, public relations.
- 6. The sales office, sales records, graphs and statistics, analysis of data, computers in sales recording. Setting and controlling sales targets.

QUALIFICATION: Certificate & Diploma on sales management & marketing

WARNING! WARNING! WARNING! – TO GENERAL PUBLIC (COLLEGE STUDENTS, GUARDIANS, PARENTS, AND SPONSORS AT LARGE)

The management and staff of the Udzungwa Mountains College Trust (UMCTO) in Moshi Municipality – Kilimanjaro Region, does not receive cash in hand at all and by any means, and instead all payments – including money for registration form, professional courses, study tours, or any assistance of money to support the college projects from our friends and development stakeholders/partners should be paid through college bank facilities, and general public should be aware and understand that the college operates only two bank accounts namely KENYA COMMERCIAL BANK (KCB) & NATIONAL BANK OF COMMERCE (NBC) respectively. Please, bring us your bank slip after making your payments and you will be given the college receipt of your hard - earned money. It is strictly prohibited and illegal as well as risk taking to pay your money via the personal savings account/M-Pesa. No matter the person is in the management of the Udzungwa Mountains College Trust

(UMCTO) is Managing Director, College Principal, College Accountant, Public Relations Manager, etc. We are all guided and ruled by the college constitution/Trust Deed. No one is above the law of the college constitution/Trust Deed. The management and staff of the Udzungwa Mountains College Trust (UMCTO) will not be responsible for any complaints from sponsors, guardians, parents or college students at large regarding this matter.

COLLEGE BANK FACILITIES;

- For those who wish to use the college bank facilities to send their fees they should use the college bank accounts as shown below;

1.KENYA COMMERCIAL BANK MOSHI BRANCH (KCB)

Account No. 061274001350

Account name; UDZUNGWA MOUNTAINS COLLEGE TRUST

2.NATIONAL BANK OF COMMERCE MOSHI BRANCH (NBC)

Account name; UDZUNGWA MOUNTAINS COLLEGE TRUST

Account No. 017101008396.

TERMS AND CONDITIONS;

- 1. The guardians, parents, sponsors, development stakeholders and college students at large - should pay full amount or half of the training fee and the remaining fee should be paid after three months according to terms and conditions.
- 2. The money paid is non-refundable.
- 3. The registration form is Tshs 10,000/=
- 4. Hostel facilities are available fro those college students who are demanding this essential service. Its costs is Tshs 1,000,000 per year – including Food & Accommodation.