

# Become a SOSTAC® Certified Planner



**Online Course: Learn how to write the perfect plan - better, faster, more efficient and more effective plans**

Used by professionals across the world, SOSTAC® was voted in The Top 3 Business Models worldwide by the Chartered Institute of Marketing’s Centenary Poll.

SOSTAC® has been adopted by blue chips including LinkedIn, KPMG, Not-For-Profit organisations including Greenpeace, hundreds of SMEs and Start-Ups around the world, as well as University Courses and the Chartered Institute of Marketing’s professional courses across the world. SOSTAC® Certified Planner is approved by the **CPD Standards Office UK**.

“People love its solid, crystal clear, logical structure. SOSTAC® Certified Planners are a new generation of professionals who want to excel in their planning skills.” PR Smith (author)

*“Qualifying in SOSTAC® Planning catapulted my career as a marketing strategist. Due to its solid structure and easy to work with flow, I can easily identify areas in my clients’ marketing platform that need work.” Laurette Batstone, MD The Little Marketing Company, South Africa, SOSTAC® Certified Planner.*

**Prerequisites:** 5 years Business/Management Experience or a business/marketing degree or have passed the SOSTAC® Associate course.

**Learning Objectives:** Write a full professional marketing plan with an emphasis on developing strategy and its key components – the heart of the plan. Explore: Situation Analysis; Objectives; Strategy; Tactics; Actions; Control integrated with the four key resources.

**Duration and Resources:**

10- 20 hours online learning: videos, quizzes, manuals, sample plans and links to extra SOSTAC® learning resources for optional, post-course, continual professional development. Plus a free weekly chat in the SOSTAC® Plans Club in LinkedIn and Clubhouse every Fri 1.00pm-1.30pm UK Time for the latest cutting-edge marketing developments plus SOSTAC® Q&A.

SOSTAC® Certified Planners also qualify as members of the LinkedIn SOSTAC® Group.

**Assessment:** 1 hour online, open-book, mini case-study, multiple choice.

**Cost:** Certified Planner £150 + VAT.

**Get:** more information, see what others say or Register Now: [SOSTAC.org](http://SOSTAC.org)

