



# Marketing Management Course: Becoming a Certified Marketing Professional

04 - 08 Nov 2024  
Barcelona



**AGILE LEADERS**  
Training Center



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**Ref.:** 36071\_249037 **Date:** 04 - 08 Nov 2024 **Location:** Barcelona **Fees:** 4800 **Euro**

## Marketing Management Course Overview:

Dive into the world of "Marketing Management", a cutting-edge marketing course designed for the modern marketing professional. This marketing management course combines insights into marketing & sales strategy, data analytics, branding, and customer relationship management. With a comprehensive view of marketing sales techniques, it provides a unique opportunity for marketing professionals to enhance their skills and achieve a certified marketing professional level of expertise.

## Target Audience:

- Sales Managers
- Marketing Managers
- Business Development Executives
- Brand Managers
- Product Managers
- Any individuals interested in acquiring a marketing professional certificate will benefit from this training on marketing.

## Targeted Organizational Departments:

- Marketing
- Sales
- Business Development
- Customer Relations
- Brand Management

These departments can enrich their strategies with the principles taught in this marketing management course.

## Targeted Industries:

- Retail
- E-commerce
- Advertising Agencies
- Manufacturing
- Any business that uses or is considering implementing sales and marketing courses in its strategies.

## Course Offerings:

Participants will be able to:

- Understand the role and function of marketing in modern businesses
- Develop comprehensive marketing strategies
- Use data to inform marketing decisions
- Build strong brand equity
- Foster customer loyalty
- Understand global marketing dynamics
- Manage a holistic marketing organization for long-term success

## Training Methodology:

Our training methodology is designed to offer a balanced mix of theory and practical understanding. Participants engage with course materials through case studies, group work, and interactive sessions that offer real-world context to marketing sales concepts. Each session concludes with a reflection & review session, encouraging participants to consolidate their learnings and receive feedback from experts.

## Course Toolbox:

Participants will be provided with:

- A comprehensive course workbook
- Case study materials
- Access to a suite of digital marketing tools
- Templates and checklists for developing marketing strategies
- Reading materials for further learning

## Course Agenda:

### Day 1: Understanding Marketing Management and Developing Strategies

- Topic 1: Understanding Marketing Management: Learn what is sales and marketing and how these aspects intertwine in our daily operations.
- Topic 2: Defining Marketing for the 21st Century: Explore how the digital age has changed marketing sales practices.
- Topic 3: Developing Marketing Strategies and Plans: Equip yourself with the skills to develop



comprehensive marketing plans.

- Reflection & Review: Reflect on the day's learnings about marketing management course concepts and review key points.

## **Day 2: Capturing Marketing Insights and Connecting with Customers**

- Topic 1: Collecting Information and Forecasting Demand: Understand the importance of data in the marketing business course and how it informs strategic decisions.
- Topic 2: Conducting Marketing Research: Understand how to conduct marketing research to inform your strategies and sales tactics.
- Topic 3: Creating Long-term Loyalty Relationships: Learn how to foster long-lasting relationships with customers, boosting sales and brand loyalty.
- Reflection & Review: Reflect on how the training on marketing insights can help in strategic decision making and review key points.

## **Day 3: Building Strong Brands and Shaping Market Offerings**

- Topic 1: Creating Brand Equity: Understand how to create and leverage brand equity, a crucial aspect of sales and marketing courses.
- Topic 2: Crafting the Brand Positioning: Get hands-on training marketing brand positioning strategies to stand out from the competition.
- Topic 3: Setting Product Strategy: Learn to set a comprehensive product strategy in line with your marketing goals.
- Reflection & Review: Reflect on how building strong brands and shaping market offerings can boost your marketing sales efforts and review key points.

## **Day 4: Delivering Value and Communicating Value**

- Topic 1: Designing and Managing Integrated Marketing Channels: Learn how to design and manage multi-channel marketing strategies.
- Topic 2: Managing Retailing, Wholesaling, and Logistics: Learn the principles of managing various aspects of the retail chain in this marketing class.
- Topic 3: Designing and Managing Integrated Marketing Communications: Develop skills to create and manage effective marketing communications.
- Reflection & Review: Reflect on the importance of delivering and communicating value through effective sales and marketing training and review key points.



## **Day 5: Creating Successful Long-term Growth**

- Topic 1: Introducing New Market Offerings: Understand how to introduce new products or services to the market effectively.
- Topic 2: Tapping into Global Markets: Learn how to take your marketing and sales strategies to an international level.
- Topic 3: Managing a Holistic Marketing Organization for the Long Run: Gain insights into managing your marketing organization for long-term success.
- Reflection & Review: Reflect on the key takeaways from the course marketing strategies for long-term growth and review key points.

## **How This Course is Different from Other Marketing Courses:**

The 'Marketing Management' course is unique in its comprehensive coverage of the modern marketing landscape. Unlike other marketing courses, it provides a deep understanding of both marketing & sales, emphasizing the synergy between these functions. Aspiring professionals seeking a marketing professional certificate will benefit from the course's focus on real-world applications, informed by the latest trends and data. Our marketing management course is hands-on, featuring interactive sessions, and feedback sessions to ensure a thorough understanding and application of the concepts. The 'Marketing Management' course is a golden ticket to becoming a certified marketing professional, setting it apart in the crowded field of marketing courses.

# WHO WE ARE

Agile Leaders is a renowned training center with a team of experienced experts in vocational training and development. With 20 years of industry experience, we are committed to helping executives and managers replace traditional practices with more effective and agile approaches.

## OUR VISION

We aspire to be the top choice training provider for organizations seeking to embrace agile business practices. As we progress towards our vision, our focus becomes increasingly customer-centric and agile.

## OUR MISSION

We are dedicated to developing value-adding, customer-centric agile training courses that deliver a clear return on investment. Guided by our core agile values, we ensure our training is actionable and impactful.

## WHAT DO WE OFFER

At Agile Leaders, we offer agile, bite-sized training courses that provide a real-life return on investment. Our courses focus on enhancing knowledge, improving skills, and changing attitudes. We achieve this through engaging and interactive training techniques, including Q&As, live discussions, games, and puzzles.



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## CONTACT US

 UAE, Dubai Investment Park First

 +971585964727  
 +447700176600

 [sales@agile4training.com](mailto:sales@agile4training.com)



## Gamified and Interactive Training

We understand that training delivery can be challenging, both online and offline. To ensure engagement and achieve learning objectives, we have developed our own activities and collaborated with industry-leading solutions to gamify our training sessions. This approach increases interaction levels and guarantees effective learning outcomes.



## Our Training Categories

We cover a wide range of training categories to cater to different needs and interests

- Branding, Marketing, Customer Relations, & Sales Programs
- Political & Public Relations Programs
- Finance and Accounting Programs
- Project Management Programs
- Human Resources Management Programs
- Quality & Process Management
- Management & Leadership Programs
- Self-Development Programs

Join Agile Leaders today and embark on a transformative journey towards becoming a more agile and effective leader. Experience our customer-centric approach, actionable training, and guaranteed return on investment. Let us help you unleash your full potential in the dynamic business landscape.



## Where to Find Us

You can join our training programs at our centers located in



We also offer online training sessions through the Zoom platform.

- Malaysia** Kuala Lumpur
- Morocco** Casablanca
- Spain** Barcelona
- France** Paris
- UK** London
- Italy** Rome
- Egypt** Cairo, Sharm El-Sheikh
- Turkey** Istanbul
- Georgia** Tbilisi
- Azerbaijan** Baku
- UAE** Dubai



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