

Marketing Management Consultancy Diploma Training Course

11 – 15 January 2027
Barcelona

AGILE LEADERS
Training Center

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Ref: 36183_14484 **Date:** 11 – 15 January 2027 **Location:** Barcelona **Fees:** 5700 Euro

Marketing Management Consultancy Diploma Overview:

This diploma program is tailored for those aiming to excel in marketing consultancy. It builds upon the core principles of marketing management and infuses them with advanced consultancy techniques. This program is ideal for professionals seeking to offer expert marketing advice to businesses, ranging from startups to established corporations.

Target Audience:

- Marketing Consultants
- Independent Marketing Advisors
- Marketing Directors
- Senior Marketing Executives
- Entrepreneurs interested in marketing consultancy

Targeted Organizational Departments:

- Marketing Consultancy Firms
- Independent Consultancy Practices
- Corporate Marketing Divisions
- Strategic Business Units

Targeted Industries:

- Consulting
- Marketing Agencies
- Corporate Businesses across various sectors
- Startups and SMEs seeking marketing direction

Course Offerings:

Participants will learn:

- In-depth understanding of marketing management from a consultancy perspective
- Advanced strategies for marketing analysis and planning
- Data-driven decision-making skills specific to marketing consultancy
- Techniques for building and advising on brand development
- Methods for fostering client relationships and customer loyalty
- Insights into global marketing trends and consultancy practices
- Leadership and management skills for running a consultancy-based marketing organization

Training Methodology:

The diploma will employ a mix of theoretical learning and practical exercises, including real-life case studies, interactive workshops, and project-based assignments. Emphasis will be on applying marketing theories in consultancy scenarios, with periodic assessments and feedback from industry experts.

Course Toolbox:

- Comprehensive consultancy-focused marketing materials
- Case studies with a consultancy angle
- Digital marketing tools with a focus on analysis and strategy planning
- Templates for consultancy project planning and execution
- Advanced reading materials on marketing consultancy trends and practices

Course Agenda:

Day 1: Foundations of Marketing Management Consultancy

- **Topic 1:** Introduction to Marketing Management in a Consultancy Context
- **Topic 2:** Key Metrics for Analyzing Marketing Effectiveness in Consultancy
- **Topic 3:** Assessing the Organizational Structure for Marketing Consultancy
- **Topic 4:** Understanding the Role of a Marketing Consultant within a Business
- **Topic 5:** Implementing Strategic Marketing Models in Consultancy Practice
- **Reflection & Review:** Revisiting the Role and Strategies of Marketing Consultancy

Day 2: Developing Consultancy-Focused Marketing Strategies

- **Topic 1:** Differentiating Between Business and Client Marketing Needs
- **Topic 2:** Criteria for Developing Tailored Marketing Strategies for Clients
- **Topic 3:** Methodologies for Strategic Marketing Planning in Consultancy
- **Topic 4:** Procedures for Crafting Client-Specific Marketing Strategies
- **Topic 5:** Introduction to Data-Driven Decision Making in Marketing Consultancy
- **Reflection & Review:** Analyzing and Differentiating Marketing Strategies for Various Clients

Day 3: Branding and Customer Relationship Management in Consultancy

- **Topic 1:** Building and Advising on Brand Development for Clients
- **Topic 2:** Techniques for Enhancing Customer Relationships in Marketing
- **Topic 3:** Implementing Brand Positioning Strategies in Consultancy
- **Topic 4:** Leveraging Digital Tools for Brand Management and CRM
- **Topic 5:** Understanding the Impact of Brand Equity in Marketing Consultancy
- **Reflection & Review:** Integrating Branding and CRM Strategies in Marketing Consultancy

Day 4: Advanced Marketing Analysis and Data Utilization

- **Topic 1:** Utilizing Advanced Analytics for Marketing Consultancy
- **Topic 2:** Designing and Implementing Market Research for Clients
- **Topic 3:** The Role of Big Data in Marketing Decision-Making
- **Topic 4:** Techniques for Data Visualization and Presentation in Consultancy
- **Topic 5:** Understanding Consumer Behavior through Data Analysis
- **Reflection & Review:** Review of Data-Driven Techniques in Marketing Consultancy

Day 5: Global Marketing and Long-Term Strategy Development

- **Topic 1:** Strategies for Global Marketing and International Client Consulting
- **Topic 2:** Long-Term Marketing Planning and Sustainability in Consultancy
- **Topic 3:** Adapting Marketing Strategies for Diverse Markets and Cultures
- **Topic 4:** Finalizing Comprehensive Marketing Plans for Clients
- **Topic 5:** Evolution of Marketing in the Digital Age and Future Trends
- **Reflection & Review:** Summary and Future Directions in Marketing Management Consultancy

How This Diploma is Different from Other Marketing Courses:

The 'Marketing Management Consultancy Diploma' sets itself apart by concentrating on the consultancy aspect of marketing. It provides a blend of marketing management fundamentals and advanced consultancy skills. This program is designed for those who aspire to become leaders in the marketing consultancy field, offering practical, real-world applications and strategies tailored for consultancy. The course's unique structure and content ensure that participants are well-equipped to advise a variety of clients on effective marketing strategies, making it a standout choice for professionals looking to specialize in marketing consultancy.