

Marketing Management Course: Becoming a Certified Marketing Professional

25 – 29 October 2027
Dubai

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Ref: 36071_5771 **Date:** 25 – 29 October 2027 **Location:** Dubai **Fees:** 4500 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.

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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

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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.