

€ TRAINING

Certified Marketing Professional





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Introduction:

With competition increasing every day and the mounting pressures that characterise tough economic times, you need proven marketing techniques to increase the demand on your products and services. This program offers a variety of important marketing concepts that will give you solid knowledge about conventional marketing topics such as marketing planning, marketing audit, marketing communications, and marketing research. It is designed to equip individuals with the essential skills and knowledge required to excel in the field of marketing.

Program Objectives:

By the end of this program, participants will be able to:

- Equip participants with comprehensive knowledge of fundamental marketing concepts.
- Develop skills in strategic marketing planning and execution.
- Provide insights into effective marketing communication strategies.
- Enhance understanding of market research methodologies and analysis.
- Foster proficiency in digital marketing techniques and tools.
- Prepare participants to apply marketing principles in real-world business scenarios.

Targeted Audience:

- Marketing professionals seeking to enhance their skills and credentials.
- Business owners aiming to strengthen their marketing capabilities.
- Professionals transitioning into marketing roles from other fields.
- Sales professionals looking to expand their knowledge of marketing strategies.
- Entrepreneurs seeking to develop effective marketing plans for their businesses.
- Mid-career professionals seeking to advance in marketing-related roles.

Program Outlines:

Unit 1.

Marketing Fundamentals:

- Introduction to key marketing concepts.
- Understanding the marketing mix: product, price, place, and promotion.
- Exploring consumer behavior and market segmentation.
- Analyzing competitor strategies and market trends.
- Learning the importance of branding and positioning.
- Discussing ethical considerations in marketing practices.

Unit 2.

Strategic Marketing Planning:

- Setting marketing objectives and goals.
- Conducting market research and analysis.
- Developing marketing strategies and tactics.
- Creating marketing plans and budgets.
- Implementing marketing programs and campaigns.
- Evaluating and adjusting marketing strategies based on performance.

Unit 3.

Digital Marketing Essentials:

- Overview of digital marketing channels and platforms.
- Understanding website optimization and search engine marketing SEM.
- Exploring social media marketing strategies and content creation.
- Learning email marketing best practices and techniques.
- Understanding online advertising and pay-per-click PPC campaigns.
- Analyzing digital marketing metrics and performance indicators.

Unit 4.

Marketing Communications and Branding:

- Developing integrated marketing communication strategies.

- Creating compelling brand messaging and storytelling.
- Exploring advertising and public relations strategies.
- Understanding the role of content marketing and influencer marketing.
- Learning about brand management and reputation.
- Examining case studies of successful marketing campaigns.

Unit 5.

Consumer Insights and Market Research:

- Conducting market research methods and techniques.
- Gathering and analyzing qualitative and quantitative data.
- Understanding customer segmentation and targeting.
- Utilizing consumer insights to drive marketing decisions.
- Exploring market trends and forecasting techniques.
- Applying market research findings to develop effective marketing strategies.