

€ TRAINING

Marketing Leadership and Team
Management



26 - 30 August 2024
Tbilisi (Georgia)



Marketing Leadership and Team Management

REF: R2344 DATE: 26 - 30 August 2024 Venue: Tbilisi (Georgia) - Fee: 5830 Euro

Introduction:

This program designed for experienced marketing professionals who aspire to step into leadership roles or enhance their existing leadership capabilities. Effective leadership in marketing not only involves strategic thinking and marketing expertise but also requires the ability to inspire and manage teams to achieve organizational objectives. This program will equip participants with the skills and knowledge needed to excel as marketing leaders, driving their teams to success in dynamic and competitive markets.

Program Objectives:

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

- Develop strong leadership skills tailored to the marketing context.
- Create and lead high-performing marketing teams.
- Foster a culture of innovation and collaboration within marketing departments.
- Align marketing strategies with overall organizational goals.
- Manage challenges and conflicts effectively in a marketing leadership role.

Targeted Audience:

- Marketing Managers & Team Leaders.
- Aspiring Marketing Leaders.
- Small Business Owners.
- Marketing Executives & Consultants.
- Cross-functional Teams.
- Marketing Agencies.
- HR and Talent Management Professionals.

Program Outlines:

Unit 1.

Leadership in Marketing:

- The role of leadership in marketing.
- Leadership styles and their application in marketing.
- Effective Communication Strategies for Marketing Leaders.
- Implementing Ethical Leadership Practices in Marketing.
- Leveraging Data and Analytics for Informed Marketing Leadership.
- Developing a personal leadership philosophy.

Unit 2.

Team Building and Dynamics:

- Forming and leading high-performing marketing teams.
- Team dynamics and communication.
- Motivating and inspiring marketing professionals.
- Managing diversity within marketing teams.

Unit 3.

Strategic Marketing Leadership:

- Aligning marketing strategies with overall business objectives.
- Setting marketing goals and key performance indicators KPIs.
- Creating and executing effective marketing plans.
- Adapting marketing strategies to changing market conditions.
- Integrating Sustainability and CSR into Marketing Strategies.

Unit 4.

Innovation and Creativity in Marketing:

- Fostering a culture of innovation within marketing departments.
- Encouraging creative thinking and problem-solving.
- Implementing innovative marketing campaigns and approaches.
- Embracing Emerging Technologies in Marketing Innovation.

- Measuring and Evaluating the Impact of Creative Marketing Initiatives.

Unit 5.

Conflict Resolution and Crisis Management:

- Managing conflicts within marketing teams and with stakeholders.
- Handling marketing crises effectively.
- Developing crisis communication plans.
- Implementing Proactive Conflict Resolution Strategies.
- Conducting Post-Crisis Evaluations for Continuous Improvement.