

€ TRAINING

Marketing Hands on Masterclass



15 - 19 July 2024
Lisbon (Portugal)



Marketing Hands on Masterclass

REF: R1372 DATE: 15 - 19 July 2024 Venue: Lisbon (Portugal) - Fee: 5940 Euro

Introduction:

Marketing Hands-on Masterclass is an immersive training program designed to equip participants with practical marketing skills and strategies. Through a series of structured modules, participants gain hands-on experience in applying marketing principles to real-world scenarios. The program focuses on fostering creativity, critical thinking, and problem-solving abilities essential for effective marketing campaigns. Led by industry experts, participants learn to develop and implement comprehensive marketing plans tailored to diverse target audiences.

Participants will emerge with the confidence and expertise needed to excel in today's competitive marketing landscape.

Program Objectives:

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

- Develop practical marketing skills applicable to real-world scenarios.
- Foster creativity, critical thinking, and problem-solving abilities in marketing.
- Gain hands-on experience in developing and implementing comprehensive marketing plans.
- Learn to tailor marketing strategies to diverse target audiences effectively.
- Build confidence and expertise to excel in the competitive marketing landscape.

Targeted Audience:

- Marketing professionals seeking practical skills enhancement.
- Business owners interested in refining marketing strategies.
- Aspiring marketers eager to gain hands-on experience.
- Entrepreneurs looking to develop effective marketing plans.

Program Outlines:

Unit 1.

Introduction to marketing principles:

- Overview of fundamental marketing concepts.

- Understanding the importance of hands-on learning in marketing.
- Setting objectives and expectations for the masterclass.
- Establishing a foundation in marketing strategy and tactics.
- Familiarizing with case studies and examples of successful marketing campaigns.
- Discussing the role of creativity and innovation in marketing.

Unit 2.

Market analysis and consumer behavior:

- Conducting market research to identify target audiences and market trends.
- Analyzing consumer behavior and preferences.
- Understanding the influence of market dynamics on marketing strategies.
- Identifying market opportunities and challenges.
- Developing strategies to segment and target specific market segments.

Unit 3.

Developing marketing strategies:

- Defining marketing objectives and goals.
- Crafting marketing strategies to achieve business objectives.
- Exploring different marketing channels and tactics.
- Creating integrated marketing campaigns.
- Implementing branding and positioning strategies.
- Evaluating the effectiveness of marketing strategies.

Unit 4.

Marketing execution and implementation:

- Planning and executing marketing campaigns.
- Developing marketing materials and content.
- Leveraging digital marketing tools and platforms.

- Managing advertising and promotional activities.
- Monitoring and measuring campaign performance.
- Optimizing marketing efforts based on data analysis.

Unit 5.

Marketing Strategies in Action:

- Implementing marketing strategies in real-world scenarios.
- Analyzing case studies of successful marketing campaigns.
- Discussing industry trends and emerging marketing strategies.
- Exploring innovative approaches to marketing challenges.
- Understanding the application of marketing theory to practical situations.
- Reflecting on the relevance and effectiveness of different marketing strategies.