

# € TRAINING

Certified Marketing Professional CMP





## Certified Marketing Professional CMP

### Introduction:

This program is designed to prepare participants for the certification exam only.

This training program offers a variety of important marketing concepts that will give participants 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 marketing.

### Program Objectives:

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

- Gain 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.
- Apply marketing principles in real-world business scenarios.
- Prepare for the certification exam.

### 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 Consumer Insights:

- Developing integrated marketing communication strategies.
- Crafting compelling brand messaging and storytelling.
- Exploring advertising and public relations strategies.
- Utilizing content marketing and influencer marketing techniques.
- Methods of Conducting market research and analyzing both qualitative and quantitative data.
- Applying consumer insights to inform marketing decisions and manage brand reputation.

## Unit 5:

### Certification Exam Preparation:

- Detailed review of the exam requirements.
- Study techniques and tips for exam preparation.
- Review of key topics and concepts covered in the certification syllabus.
- Sample questions and answers to reinforce learning.
- Resources and materials for further study.

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