

€ TRAINING

Seminar: Certified Marketing Professional





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Introduction:

With competition increasing every day and the mounting pressures that characterize tough economic times, you need proven marketing techniques to generate demand for your products and services. The Certified Marketing Professional training course 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 a must for professionals who would like to exploit marketing arenas for the first time or wish to refresh their marketing know-how.

Course Objectives:

At the end of this course the participants will be able to:

- Define the marketing framework of a business organization.
- Conduct marketing audits and analysis to better examine the micro and macro environments.
- Combine best practices, tools, and models to implement an effective marketing and sales management system.
- Develop strategies, initiatives, and programs to build and sustain a competitive market advantage.
- Apply planning and the execution of advanced marketing strategies to enhance organizational results.

Targeted Audience:

- marketing Managers
- PR Managers
- Communications professionals
- Sales and operations professionals

Course Outlines:

Unit 1: Marketing Concepts:

- Evolution of the Marketing Concept.
- Relationship between Marketing and Selling.
- Scope of Marketing Management - Analyzing Opportunities, Selecting Target Segments, Developing Market Mix, Managing the Marketing Effort.

Unit 2: Advertising and Distribution:

- Understanding the Communication Process.
- Major Advertising Decisions, AIDA and the Buyer-Readiness Stages, Types of Media Research and Selection, Copy Illustration, and Message Design.
- The Sales Promotion Mix; Push versus Pull Strategies.
- Physical Distribution and Channels of Distribution; Emerging Trends of Direct Marketing.

Unit 3: Market Segmentation:

- Basis of Market Segmentation.
- Positioning and Targeting for Results.
- Tips for Successful Segmentation.

Unit 4: Marketing Research:

- Marketing Research Defined.
- The Marketing Research Process.
- Types and Sources of Data.
- Designing, Analyzing, Interpreting, and Reporting the Research Findings.