

€ TRAINING

Marketing Leadership and Team
Management



25 - 29 August 2025
Rome (Italy)



Marketing Leadership and Team Management

REF: R2344 DATE: 25 - 29 August 2025 Venue: Rome (Italy) - Fee: 5940 Euro

Introduction:

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 training 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.
- 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.
- Ethical Leadership Practices in Marketing.

Unit 2.

Team Building and Dynamics:

- Processes involved in 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.
- How to create and execute 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.
- 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:

- Methods of managing conflicts within marketing teams and with stakeholders.
- How to handle marketing crises effectively.
- Steps of developing crisis communication plans.
- Proactive Conflict Resolution Strategies.
- The importance of Conducting Post-Crisis Evaluations for Continuous Improvement.