



Marketing Management Course: Becoming a Certified Marketing Professional

06 - 10 Sep 2027
Kuala Lumpur



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Marketing Management Course Overview:

Dive into the world of "Marketing Management", a cutting-edge marketing course designed for the modern marketing professional. This marketing management course combines insights into marketing & sales strategy, data analytics, branding, and customer relationship management. With a comprehensive view of marketing sales techniques, it provides a unique opportunity for marketing professionals to enhance their skills and achieve a certified marketing professional level of expertise.

Target Audience:

- Sales Managers
- Marketing Managers
- Business Development Executives
- Brand Managers
- Product Managers
- Any individuals interested in acquiring a marketing professional certificate will benefit from this training on marketing.

Targeted Organizational Departments:

- Marketing
- Sales
- Business Development
- Customer Relations
- Brand Management

These departments can enrich their strategies with the principles taught in this marketing management course.

Targeted Industries:

- Retail
- E-commerce
- Advertising Agencies
- Manufacturing
- Any business that uses or is considering implementing sales and marketing courses in its strategies.

Course Offerings:

Participants will be able to:

- Understand the role and function of marketing in modern businesses
- Develop comprehensive marketing strategies
- Use data to inform marketing decisions
- Build strong brand equity
- Foster customer loyalty
- Understand global marketing dynamics
- Manage a holistic marketing organization for long-term success

Training Methodology:

Our training methodology is designed to offer a balanced mix of theory and practical understanding. Participants engage with course materials through case studies, group work, and interactive sessions that offer real-world context to marketing sales concepts. Each session concludes with a reflection & review session, encouraging participants to consolidate their learnings and receive feedback from experts.

Course Toolbox:

Participants will be provided with:

- A comprehensive course workbook
- Case study materials
- Access to a suite of digital marketing tools
- Templates and checklists for developing marketing strategies
- Reading materials for further learning

Course Agenda:

Day 1: Understanding Marketing Management and Developing Strategies

- Topic 1: Understanding Marketing Management: Learn what is sales and marketing and how these aspects intertwine in our daily operations.
- Topic 2: Defining Marketing for the 21st Century: Explore how the digital age has changed marketing sales practices.
- Topic 3: Developing Marketing Strategies and Plans: Equip yourself with the skills to develop comprehensive marketing plans.
- Reflection & Review: Reflect on the day's learnings about marketing management course concepts and review key points.

Day 2: Capturing Marketing Insights and Connecting with Customers

- Topic 1: Collecting Information and Forecasting Demand: Understand the importance of data in the marketing business course and how it informs strategic decisions.
- Topic 2: Conducting Marketing Research: Understand how to conduct marketing research to inform your strategies and sales tactics.
- Topic 3: Creating Long-term Loyalty Relationships: Learn how to foster long-lasting relationships with customers, boosting sales and brand loyalty.
- Reflection & Review: Reflect on how the training on marketing insights can help in strategic decision making and review key points.



Day 3: Building Strong Brands and Shaping Market Offerings

- Topic 1: Creating Brand Equity: Understand how to create and leverage brand equity, a crucial aspect of sales and marketing courses.
- Topic 2: Crafting the Brand Positioning: Get hands-on training marketing brand positioning strategies to stand out from the competition.
- Topic 3: Setting Product Strategy: Learn to set a comprehensive product strategy in line with your marketing goals.
- Reflection & Review: Reflect on how building strong brands and shaping market offerings can boost your marketing sales efforts and review key points.

Day 4: Delivering Value and Communicating Value

- Topic 1: Designing and Managing Integrated Marketing Channels: Learn how to design and manage multi-channel marketing strategies.
- Topic 2: Managing Retailing, Wholesaling, and Logistics: Learn the principles of managing various aspects of the retail chain in this marketing class.
- Topic 3: Designing and Managing Integrated Marketing Communications: Develop skills to create and manage effective marketing communications.
- Reflection & Review: Reflect on the importance of delivering and communicating value through effective sales and marketing training and review key points.

Day 5: Creating Successful Long-term Growth

- Topic 1: Introducing New Market Offerings: Understand how to introduce new products or services to the market effectively.
- Topic 2: Tapping into Global Markets: Learn how to take your marketing and sales strategies to an international level.
- Topic 3: Managing a Holistic Marketing Organization for the Long Run: Gain insights into managing your marketing organization for long-term success.
- Reflection & Review: Reflect on the key takeaways from the course marketing strategies for long-term growth and review key points.



How This Course is Different from Other Marketing Courses:

The 'Marketing Management' course is unique in its comprehensive coverage of the modern marketing landscape. Unlike other marketing courses, it provides a deep understanding of both marketing & sales, emphasizing the synergy between these functions. Aspiring professionals seeking a marketing professional certificate will benefit from the course's focus on real-world applications, informed by the latest trends and data. Our marketing management course is hands-on, featuring interactive sessions, and feedback sessions to ensure a thorough understanding and application of the concepts. The 'Marketing Management' course is a golden ticket to becoming a certified marketing professional, setting it apart in the crowded field of marketing courses.



Training Course Categories

Agile PM and Project Management Training Courses

Certified Courses By International Bodies

Communication and Public Relations Training Courses

Data Analytics Training and Data Science Courses

Environment & Sustainability Training Courses

Finance and Accounting Training Courses

Governance, Risk and Compliance Training Courses

Human Resources Training and Development Courses

IT Security Training & IT Training Courses

Leadership and Management Training Courses

Legal Training, Procurement and Contracting Courses

Maintenance Training and Engineering Training Courses

Marketing, Customer Relations, and Sales Courses

Occupational Health, Safety and Security Training Courses

Personal & Self-Development Training Courses

Quality and Operations Management Training Courses

Secretarial and Administration Training Courses

Training Cities

Accra Ghana	Al Jubail Saudi Arabia	Amman Jordan
Amsterdam Netherlands	Athens Greece	Baku Azerbaijan
Bangkok Thailand	Barcelona Spain	Berlin Germany
Cairo Egypt	Cape town South Africa	Casablanca Morocco
Chicago USA	Doha Qatar	Dubai UAE
Frankfurt Germany	Geneva Switzerland	Istanbul Turkey
Jakarta Indonesia	Johannesburg South Africa	Kuala Lumpur Malaysia
Kuwait Kuwait	Langkawi Malaysia	Lisbon Portugal
London UK	Madrid Spain	Manama Bahrain
Marbella Spain	Milan Italy	Montreux Switzerland
Munich Germany	Muscat Oman	Nairobi Kenya
New York USA	Paris France	Phuket Thailand
Porto Portugal	Prague Czech Republic	Riyadh Saudi Arabia



Training Cities

Rome

Italy

San Diego

USA

Seoul

South Korea

Sharm El-Sheikh

Egypt

Singapore

Singapore

Tashkent

Uzbekistan

Tbilisi

Georgia

Tokyo

Japan

Toronto

Canada

Trabzon

Turkey

Vienna

Austria

Zanzibar

Tanzania

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