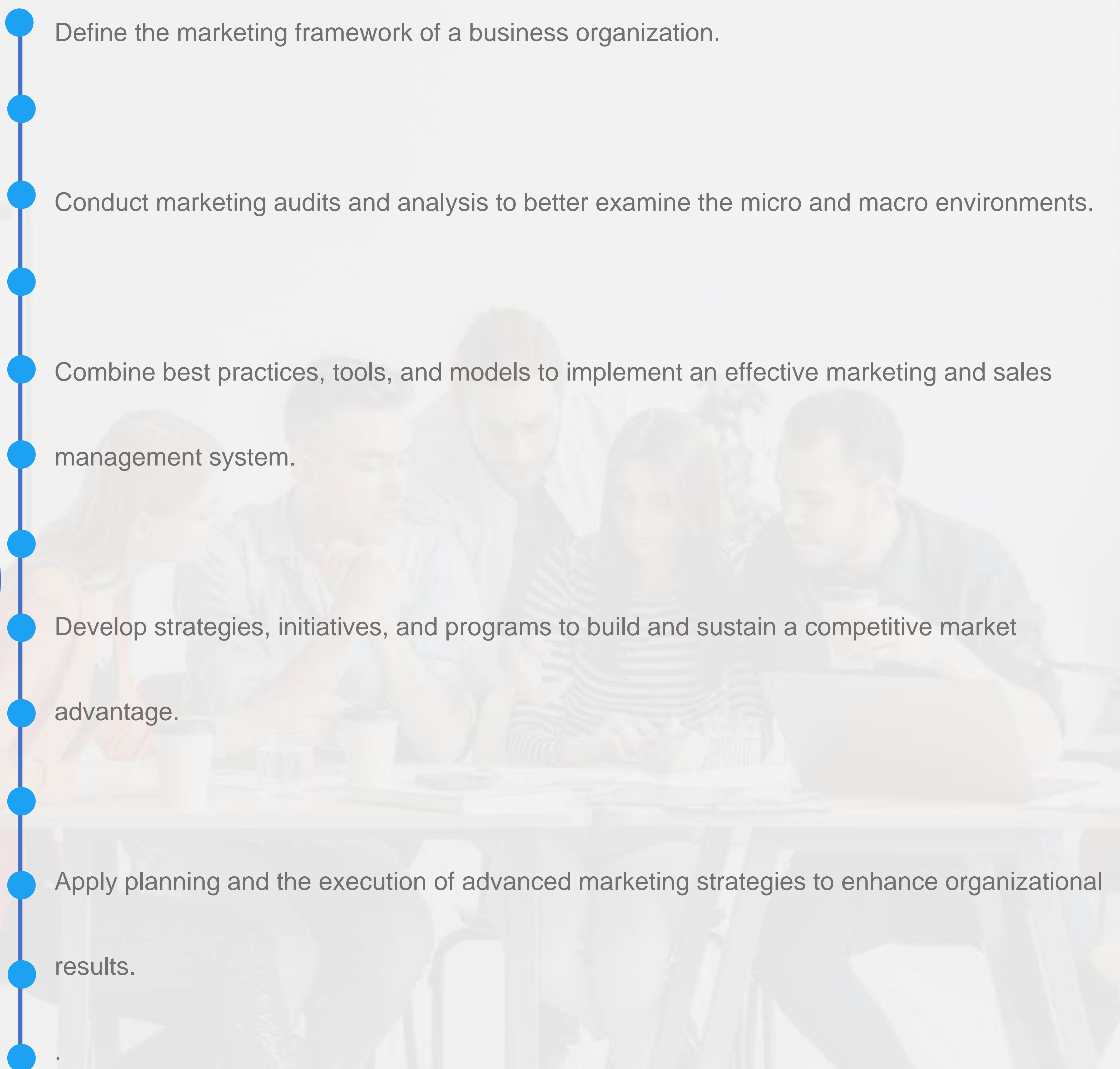


## Advanced Strategies in Marketing & Research

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 explore marketing arenas for the first time or wish to refresh their marketing know-how.

- 
- 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.
  - 
  -



Objectives



## Who should attend

Advanced Strategies in Marketing & Research Course training course is ideal for:

**Marketing Professionals:** Marketing managers, executives, and specialists seeking to deepen their understanding of advanced marketing strategies and research methodologies.

**Sales Professionals:** Sales managers and representatives looking to align their strategies with marketing initiatives for enhanced organizational results.

**Business Owners and Entrepreneurs:** Individuals managing their businesses or entrepreneurial ventures who want to apply advanced marketing techniques for sustained competitive advantage.

**Aspiring Marketing Practitioners:** Individuals considering a career in marketing or those early in their marketing careers looking to expand their knowledge and skill set.

**Mid to Senior-Level Managers:** Professionals in leadership positions who wish to gain strategic insights into marketing frameworks and research processes.



### Day 1

#### Marketing Management

- Setting the scene: the marketing mix
- Using the 4Ps marketing mix model
- Marketing audit and planning
- Understanding the marketing environment
- Various marketing analysis techniques
- The marketing audit and Planning



### Day 2

#### Market segmentation, targeting, and positioning

- Market segmentation defined
- B2C and B2B
- Criteria for successful segmentation
- Market targeting, Market positioning



### Day 3

#### Marketing communication and campaigns

- Elements of the communication process
- Steps in creating a promotional campaign
- The goals and tasks of promotion
- The 'AIDA' concept
- Setting the advertising budget



### Day 4

#### The Product Life Cycle (PLC): a strategic approach

- The PLC concept
- Marketing strategies for PLC
- The promotion mix and marketing objectives
- Characteristics promotion mix elements
- Push and pull strategies



### Day 5

#### Marketing research

- Marketing research defined
- The marketing research process
- Secondary and primary data
- Questionnaire design
- Forms of survey research