Certified Marketing Professional Course

Venue Information

Venue: London UK

Place:

Start Date: 2026-07-07

End Date: 2026-07-11

Course Details

Net Fee: £4750.00

Duration: 1 Week

Category ID: P,CS,SAMC

Course Code: P,CS,SAMC-9

Syllabus

Course Syllabus

Introduction

Who should attend: Marketing staff and executives who wish to know more about the vital role that marketing plays in organizations and to identify and solve many business problems by using a marketing perspective. The program is also designed for anyone who wants to keep current on marketing strategies.

Objectives

- Define the marketing framework of a business organization.
- Develop 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.

Marketing Concepts

- Evolution of the Marketing Concept
- Relationship between Marketing and Selling
- Scope of Marketing Management
- Developing the Marketing Mix for Products and Services
- Managing the Marketing Effort

Marketing Audit and Planning

- Understanding the Marketing Environment
- The Various Marketing Analysis Techniques
- The Marketing Audit
- Competitive Analysis
- Customer Analysis
- Marketing Planning (Format, Content)

Market Segmentation, Targeting and Positioning

- Basis of Market Segmentation (B2C)
- Basis of Market Segmentation (B2B)
- Profiling the Segments
- Criteria for Successful Segmentation
- Market Targeting
- Market Positioning
- Steps in Market Segmentation, Targeting and Positionin

Marketing Communication and Campaigns

- Elements of the Communication Process
- Identifying the Goals of the Promotion
- Steps in Creating a Promotional Campaign
- The AIDA Concept
- Advantages and Disadvantages of the Various Media Types
- Media Scheduling
- Evaluating Promotional Campaigns

The Product Life Cycle: A Strategic Approach

- Introducing the Product Life Cycle Concept (PLC)
- The Promotion Mix and Marketing Objectives
- Characteristics of PR, Personal Selling, Advertising and Sales Promotion
- Promotion Mix Strategies Across the PLC
- Push and Pull Strategies

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Marketing Research

- Marketing Research Defined
- The Marketing Research Process
- Types and Sources of Data
- Questionnaire Design
- Types of Research (Observation, Mystery Shopper, Survey)