



*Training Course:
Certified Marketing Professional*

*5 - 9 May 2025
Accra (Ghana)*

Training Course: Certified Marketing Professional

Training Course code: SM12360 From: 5 - 9 May 2025 Venue: Accra (Ghana) - Training Course Fees: 5950 € Euro

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 Methodology of Certified Marketing Professional

In addition to the classical concepts, the course offers, the 'Certified Marketing Professional' course employs a wide array of case studies, templates, and Excel sheets to help participants acquire the right marketing competencies and apply them in a seamless and professional manner.

Course Objectives of Certified Marketing Professional

By the end of the course, 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

Target Audience of Certified Marketing Professional

The training course will be of interest to a wide range of marketing, PR, communications, sales, and operations professionals. It is of special value to marketing managers in firms, businesses, organizations, and institutions of all sizes and in all sectors.

Target Competencies of Certified Marketing Professional

- Marketing planning
- Marketing audits
- Macro and micro environments analysis
- Marketing communications
- Marketing research

Course Outline of Certified Marketing Professional

Marketing concepts

- Marketing management defined
- Evolution of the marketing concept
- Differences between marketing and selling
- Scope of 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
 - 'PESTLE' analysis
 - 'SWOT' analysis
 - The five forces model M. Porter
 - Customer analysis
 - Competitive analysis
- The marketing audit
- Marketing planning

Market segmentation, targeting, and positioning

- Market segmentation defined
- Basis of market segmentation B2C
- Basis of market segmentation B2B
- Criteria for successful segmentation
- Market targeting
- Market positioning
- Steps in market segmentation, targeting, and positioning

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
- The various media types
- Media scheduling
- Evaluating promotional campaigns

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
- Promotion mix strategies across the PLC
- Push and pull strategies

Marketing research

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

Registration form on the Training Course: Certified Marketing Professional

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