Training Course:
Certified Marketing Management Professional (CMMP)

10 - 14 February 2025
Bangkok (Thailand)

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Training Course code: MA235258 From: 10 - 14 February 2025 Venue: Bangkok (Thailand) - Training Course Fees: 5950 ⬜ Euro

Introduction:

The Certified Marketing Management Professional CMMP training program, offered by Global Horizon Training Center, is a comprehensive and advanced-level course designed to equip marketing professionals with the knowledge and skills necessary to excel in the dynamic field of marketing management. This program is tailored to prepare participants for the Marketing Management Professional MMP exam, ensuring they are well-versed in the latest marketing strategies and industry best practices.

Objectives:

- Provide a deep understanding of advanced marketing concepts and principles.

- Equip participants with strategic marketing management skills.

- Prepare participants for the Marketing Management Professional MMP exam.

- Foster critical thinking and analytical skills in marketing decision-making.

- Enhance participants' ability to develop and implement effective marketing strategies.

Methodology:

The CMMP training program employs a diverse range of teaching methods to cater to different learning styles:

- Lectures by industry experts to provide theoretical knowledge.

- Case studies and real-world examples to illustrate practical applications.

- Group discussions and workshops for interactive learning.

- Simulations and role-playing exercises to enhance problem-solving skills.

- Assessment tests and quizzes to measure participants' understanding and progress.

Target Audience:

The CMMP training program is designed for mid to senior-level marketing professionals who aim to advance their careers in marketing management. It is also suitable for individuals preparing for the Marketing Management Professional MMP exam and seeking a globally recognized certification. The program is open to professionals from various industries who want to stay ahead in the rapidly evolving field of marketing.

Outlines:

Day 1: Foundations of Marketing Management

- Introduction to Marketing Management

- Marketing Planning and Strategy

- Market Research and Analysis

Day 2: Advanced Marketing Strategies

- Digital Marketing Trends and Strategies

- Integrated Marketing Communications

- Brand Management

Day 3: Customer Relationship Management CRM

- Understanding Customer Behavior

- Building and Managing Customer Relationships

- CRM Technologies and Implementation

Day 4: Strategic Marketing Management

- Market Segmentation and Targeting

- Competitive Analysis and Positioning

- Developing Marketing Metrics and KPIs

Day 5: Exam Preparation and Review

- Overview of the MMP Exam Structure

- Practice Exam Questions and Discussions

- Review of Key Concepts and Strategies

Registration form on the Training Course:
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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

Delegate Information

Full Name (Mr / Ms / Dr / Eng): ....
Position: ....
Telephone / Mobile: ....
Personal E-Mail: ....
Official E-Mail: ....

Company Information

Company Name: ....
Address: ....
City / Country: ....

Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): ....
Position: ....
Telephone / Mobile: ....
Personal E-Mail: ....
Official E-Mail: ....

Payment Method

☐ Please find enclosed a cheque made payable to Global Horizon

☐ Please invoice me

☐ Please invoice my company

Easy Ways To Register

Telephone: +201095004484 to provisionally reserve your place.	Fax your completed registration form to: +20233379764	E-mail to us : info@gh4t.com or training@gh4t.com	Complete & return the booking form with cheque to:Global Horizon 3 Oudai street, Aldouki, Giza, Giza Governorate, Egypt.