



*Training Course:
Certified Marketing Professional*

*11 - 15 January 2027
Milan (Italy)*

Training Course: Certified Marketing Professional

Training Course code: SM12360 From: 11 - 15 January 2027 Venue: Milan (Italy) - Training Course Fees: 5775 € Euro

Introduction

This training program is designed by [Global Horizon Training Center](#) to equip professionals with a solid and practical foundation in modern marketing management and strategy.

In today's highly competitive and economically challenging environment, organizations must rely on structured, data-driven marketing approaches to generate demand, strengthen positioning, and achieve sustainable growth. The [Certified Marketing Professional CMP](#) program provides participants with comprehensive knowledge of core marketing disciplines, including planning, auditing, communications, and research.

This program is ideal for professionals entering the marketing field as well as those seeking to refresh and enhance their expertise with the latest tools, models, and best practices.

Course Objectives

By the end of this program, participants will be able to:

- Define and understand the marketing framework within organizations
- Conduct marketing audits and analyze micro and macro environments
- Apply key tools and models in marketing and sales management
- Develop strategies to build and sustain competitive advantage
- Design and execute effective marketing plans and initiatives
- Evaluate marketing performance and improve organizational results

Target Audience

- Marketing and Brand Managers
- PR and Communications Professionals
- Sales and Business Development Professionals
- Operations Managers involved in marketing functions
- Professionals entering or transitioning into marketing roles

Training Outline

Day 1: Marketing Fundamentals & Concepts

- Definition and scope of marketing management
- Evolution of marketing concepts
- Differences between marketing and selling
- Overview of the marketing mix 4Ps
- Applying marketing concepts in business environments

Day 2: Marketing Audit & Strategic Planning

- Understanding the marketing environment micro & macro
- Key analysis tools:
 - PESTLE Analysis
 - SWOT Analysis
 - Porter's Five Forces Model
- Customer and competitor analysis
- Conducting a marketing audit
- Developing structured marketing plans

Day 3: Segmentation, Targeting & Positioning STP

- Market segmentation concepts and importance
- Segmentation bases for B2C and B2B markets
- Criteria for effective segmentation
- Target market selection
- Positioning strategies and value propositions
- Implementing the STP framework

Day 4: Marketing Communications & Campaign Management

- Elements of the communication process
- Developing promotional campaigns
- The AIDA model Attention, Interest, Desire, Action
- Advertising budgeting and media planning
- Media types and scheduling strategies
- Evaluating campaign performance and effectiveness

Day 5: Product Life Cycle PLC & Marketing Research

- Understanding the Product Life Cycle PLC
- Marketing strategies across PLC stages
- Promotion mix alignment with marketing objectives
- Push vs. pull strategies
- Introduction to marketing research
- Research process and methodologies
- Primary vs. secondary data
- Questionnaire design and survey techniques

Registration form on the Training Course: Certified Marketing Professional

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

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Payment Method

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