



*Training Course:
Market Leadership & Marketing Strategies*

*19 - 23 July 2027
Kigali (Rwanda)*

Training Course: Market Leadership & Marketing Strategies

Training Course code: MA234711 From: 19 - 23 July 2027 Venue: Kigali (Rwanda) - Training Course Fees: 6350 € Euro

Introduction

In today's highly competitive and fast-evolving business environment, organizations must adopt innovative marketing strategies to maintain market leadership and drive sustainable growth. The [Market Leadership & Marketing Strategies](#) program equips participants with the essential tools, techniques, and frameworks to develop effective marketing plans, enhance brand positioning, and achieve measurable business results.

This program focuses on integrating traditional and digital marketing approaches, leveraging market research, and applying best practices to increase market share, customer loyalty, and long-term profitability.

Course Objectives

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

- Analyze market trends, customer behavior, and competitor strategies
- Develop and implement effective marketing strategies and plans
- Engage customers and enhance brand awareness through multiple channels
- Integrate social media into marketing strategies
- Apply best practices used by leading organizations
- Manage customer relationships and improve customer experience
- Measure marketing performance using KPIs and ROI analysis
- Expand marketing platforms and improve business growth

Target Audience

This program is designed for:

- Marketing Professionals
- Public Relations Practitioners
- Marketing Managers and Brand Managers
- Sales Managers
- Business Owners and Entrepreneurs
- Professionals seeking to enhance marketing skills and strategies

Outline

Day 1 - Marketing Communication and Customer Engagement

- Principles of marketing communication
- Communication technology and innovation trends
- Verbal and non-verbal communication in marketing
- Understanding customer behavior and segmentation
- Active listening and effective questioning techniques
- Building strong customer interactions and relationships

Day 2 - Strategic Marketing and Market Positioning

- Developing marketing objectives using SMART goals
- Market analysis using SWOT
- Identifying and targeting customer segments
- Competitor benchmarking and market positioning
- The marketing mix Product, Price, Place, Promotion
- Customer relationship management and experience design

Day 3 - Digital and Social Media Marketing

- Overview of social media marketing strategies
- Selecting appropriate platforms and channels
- Building and managing online brand presence
- Reputation management in digital environments
- Measuring social media performance and engagement
- Best practices in digital marketing

Day 4 - Marketing Strategy Development and Innovation

- Characteristics of market leaders
- Product lifecycle management
- Customer lifecycle and value maximization
- Integrating customer service into marketing strategy
- Developing integrated marketing plans using SOSTAC model
- Learning from real-world case studies and market trends

Day 5 - Leadership and Execution in Marketing

- Roles and responsibilities of marketing leaders
- Building and managing high-performing teams
- Delegation, outsourcing, and resource management
- Leading organizational change in marketing
- Establishing KPIs and sales targets
- Developing actionable marketing plans for growth

Registration form on the Training Course: Market Leadership & Marketing Strategies

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

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