



*Training Course:
Certified Marketing Management Professional
(CMMP)*

*26 - 30 April 2027
Cape Town (South Africa)
DoubleTree by Hilton Cape Town - Upper Eastside*

Training Course: Certified Marketing Management Professional (CMMP)

Training Course code: MA235258 From: 26 - 30 April 2027 Venue: Cape Town (South Africa) - DoubleTree by Hilton Cape Town - Upper Eastside Training Course Fees: 6350 € 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.

Target Audience:

This program is designed for:

- Mid to senior-level marketing professionals aiming to advance their careers in marketing management
- Individuals preparing for the [Marketing Management Professional MMP exam](#)
- Professionals seeking a [globally recognized marketing certification](#)
- Marketing professionals from various industries looking to stay ahead in a rapidly evolving field
- Individuals aiming to strengthen their strategic, analytical, and managerial marketing skills
- Anyone who wants to enhance leadership capabilities within marketing teams

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: Certified Marketing Management Professional (CMMP)

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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

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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
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