BLACKBIRD FOR TRAINING

Mini MBA and Marketing Course

12 – 16 July 2027
Accra (Ghana)



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Ref: 3254779_177337 **Date:** 12 – 16 July 2027 **Location:** Accra (Ghana) **Fees:** 4200 GBP

Introduction

This Mini MBA and Marketing course is designed to equip participants with essential business and marketing skills, offering a practical and strategic understanding of core business functions. The course emphasizes customer-focused marketing while providing insights into leadership, financial management, and modern marketing techniques. In just one week, participants will gain a comprehensive overview of business strategy, leadership, financial awareness, and digital marketing to thrive in today's dynamic business environment.

Course Objectives

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

- Understand the key components of business management and strategic thinking within the context of an Executive MBA.
- Apply marketing principles to develop customer-focused strategies.
- Interpret financial data for better decision-making, even without a finance background.
- Build leadership skills to effectively manage teams and drive business success.
- Develop marketing plans using digital tools and the latest trends, including data analytics.

Course Outlines

Day 1: Business Foundations & Strategy

- Introduction to Business Management & the Mini MBA Concept
- Understanding Business Environments: PESTLE & SWOT Analysis
- Strategic Planning & Gaining Competitive Advantage
- Exploring Business Models & the Value Proposition Canvas
- Enhancing Decision-Making Skills through Critical Thinking

Day 2: Marketing Principles & Customer Focus

- Exploring the Marketing Mix 7Ps and Market Segmentation
- Analyzing Customer Behavior & Mapping the Buyer Journey
- Branding Strategies, Positioning, and Value Communication
- Creating Customer Personas & Implementing Targeting Strategies
- Case Study: Examining Successful Global Marketing Campaigns



Day 3: Financial Essentials for Non-Finance Professionals

- Understanding Key Financial Statements P&L, Balance Sheet, Cash Flow
- Budgeting, Forecasting, and Cost Management Techniques
- Break-Even Analysis & Making Pricing Decisions
- Using Financial Ratios and KPIs to Assess Business Health
- Calculating ROI and Marketing Budget Essentials

Day 4: Leadership, Operations & People Management

- Exploring Leadership Styles and Building Emotional Intelligence
- Understanding Team Dynamics & Applying Motivation Theories
- Enhancing Operational Efficiency through Lean Management Basics
- Managing Organizational Change & Cultivating a Positive Culture
- Building Skills in Effective Communication and Team Decision-Making

Day 5: Digital Marketing & Business Growth

- Mastering Digital Marketing Techniques: SEO, Social Media, PPC, Email Marketing
- Creating Content Marketing Strategies and Effective Brand Storytelling
- Leveraging Analytics and Measuring Campaign Effectiveness
- Building an Integrated Marketing Strategy for Sustainable Growth
- Final Group Activity: Presenting a Mini Marketing Plan

Why Attend This Mini MBA Course: Wins & Losses!

- Develop essential skills in business management and strategic marketing.
- Learn to create customer-focused strategies that boost business growth.
- Gain financial insights even without a finance background through the Mini MBA in Project Management module.
- Master digital marketing techniques to keep your business competitive.
- Enhance your leadership abilities and effectively manage teams within any business setting.
- Gain hands-on experience in business analysis and marketing plan development.

Conclusion

The Mini MBA and Marketing course provides a holistic approach to understanding business fundamentals and modern marketing practices. In just one week, participants will gain practical knowledge in strategic planning, financial management, leadership, and digital marketing. This course is ideal for managers seeking to enhance their skills or entrepreneurs aiming to grow their business.

Whether you're looking for a Global Mini MBA or an Executive MBA that focuses on marketing, this program delivers the skills needed to succeed in today's fast-paced business world.

