

Strategic Marketing for Non-Marketing Professionals

Dubai (UAE)

29 March - 2 April 2026

UK Training

PARTNER



Strategic Marketing for Non-Marketing Professionals

Code: CC28 From: 29 March - 2 April 2026 City: Dubai (UAE) Fees: 3900 Pound

Introduction

Are you a professional with no marketing background, looking to understand and apply strategic marketing effectively? The "Strategic Marketing for Non-Marketing Professionals" course is designed to equip you with essential tools and insights to master strategic marketing concepts and practices. This course offers a comprehensive overview of key marketing areas, including market analysis, consumer behavior, branding, and digital marketing. By aligning marketing strategies with business goals, you'll learn to make informed decisions that drive growth and enhance customer engagement. Whether you're in finance, operations, or management, this course will help you contribute confidently to your organization's marketing efforts.

Course Objectives

By the end of this course, you will be able to:

- Understand core marketing concepts and how they impact business success.
- Align marketing strategies with business goals to improve overall performance.
- Develop strategic thinking to create long-term marketing plans.
- Apply digital marketing techniques to optimize marketing efforts.
- Enhance collaboration across functions to drive business results.
- Build confidence in marketing discussions and contribute effectively to marketing decisions.

Course Outlines

Day 1: Understanding Core Marketing Concepts

- Introduction to marketing: Definition and importance of marketing in business.
- Market analysis: Tools and techniques for identifying target markets.
- Consumer behavior: Exploring factors influencing purchasing decisions.

Day 2: Aligning Marketing with Business Goals

- Developing marketing strategies: How to align marketing strategies with company objectives.
- Assessing the impact of marketing activities: Measuring the influence of marketing on business performance.
- Case studies: Real-world examples of balancing marketing efforts with business goals.

Day 3: Developing Strategic Thinking

- Strategic thinking methods: Learning how to think strategically in marketing.
- Creating long-term marketing plans: Planning and innovation for future growth.

A graphic of a chessboard with several chess pieces (a king, a queen, a rook, and a pawn) in gold and silver. The text 'UK Training PARTNER' is overlaid on the board.

UK Training
PARTNER

- Competitive analysis: Developing competitive marketing strategies.

Day 4: Applying Digital Marketing Techniques

- Introduction to digital marketing: Key tools and techniques in digital marketing.
- Leveraging social media: Using social media to promote your brand and engage with customers.
- Digital performance measurement: Using data to optimize marketing campaigns and improve ROI.

Day 5: Enhancing Collaboration and Building Confidence in Marketing Discussions

- Effective communication strategies: How to enhance communication between marketing and non-marketing teams.
- The role of marketing in cross-functional collaboration: How marketing can foster collaboration across departments.
- Building confidence in marketing discussions: Participating in marketing decision-making with confidence.

Why Attend This Course: Wins & Losses!

- Gain a comprehensive understanding of strategic marketing and its importance in business growth.
- Learn how to align marketing strategies with business goals and achieve better results.
- Develop strategic thinking and gain the ability to create impactful long-term marketing plans.
- Learn to apply digital marketing techniques that increase customer engagement and improve campaign performance.
- Enhance your ability to collaborate across departments, fostering a unified approach to achieving business goals.
- Gain the confidence to participate in marketing discussions and contribute effectively to the decision-making process.

Conclusion

The "Strategic Marketing for Non-Marketing Professionals" course is your gateway to mastering strategic marketing principles and techniques that will significantly enhance your contribution to your organization's marketing efforts. With a focus on aligning marketing strategies with business goals, developing strategic thinking, and applying digital marketing techniques, this course will help you build the knowledge and confidence to participate actively in marketing decision-making.

Don't miss the chance to improve your strategic marketing skills and contribute to the growth of your organization. Join the course today and start mastering strategic marketing planning, digital marketing, and collaboration across departments!

A graphic of a chessboard with several chess pieces. A large gold king piece is in the foreground, with a silver pawn and a silver knight behind it. The text 'UK Training PARTNER' is overlaid on the board.

UK Training
PARTNER

Blackbird Training Cities

Europe



Malaga (Spain)



Sarajevo (Bosnia and Herzegovina)



Oporto (Portugal)



Glasgow (Scotland)



Edinburgh (UK)



Oslo (Norway)



Annecy (France)



Bordeaux (France)



Copenhagen (Denmark)



Birmingham (UK)



Lyon (France)



Moscow (Russia)



Stockholm (Sweden)



Podgorica (Montenegro)



Batumi (Georgia)



Salzburg (Austria)



Florence (Italy)



London (UK)



Istanbul (Turkey)



Amsterdam



Düsseldorf (Germany)



Paris (France)



Athens (Greece)



Barcelona (Spain)



Munich (Germany)



Geneva (Switzerland)



Prague (Czech)



Vienna (Austria)



Rome (Italy)



Brussels (Belgium)



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Zurich (Switzerland)



Manchester (UK)



Milan (Italy)



Blackbird Training Cities

USA & Canada



Los Angeles (USA)



Orlando, Florida (USA)



Online



Phoenix, Arizona (USA)



Houston, Texas (USA)



Boston, MA (USA)



Washington (USA)



Miami, Florida (USA)



New York City (USA)



Seattle, Washington (USA)



Washington DC (USA)



In House



Jersey, New Jersey (USA)



Toronto (Canada)

ASIA



Baku (Azerbaijan)
(Thailand)



Maldives (Maldives)



Doha (Qatar)



Manila (Philippines)



Bali (Indonesia)



Bangkok



Beijing (China)



Singapore (Singapore)



Sydney



Tokyo (Japan)



Jeddah (KSA)



Riyadh (KSA)



Melbourne (Australia)
(Kuwait)



Phuket (Thailand)



Shanghai (China)



Dubai (UAE)



Kuala Lumpur (Malaysia)



Kuwait City



Seoul (South Korea)



Pulau Ujong (Singapore)



Irbid (Jordan)



Jakarta (Indonesia)



Amman (Jordan)



Beirut

UK Training
PARTNER

Blackbird Training Cities

AFRICA



Kigali (Rwanda)



Cape Town (South Africa)



Accra (Ghana)



Lagos (Nigeria)



Marrakesh (Morocco)



Nairobi (Kenya)



Zanzibar (Tanzania)



Tangier (Morocco)



Cairo (Egypt)



Sharm El-Sheikh (Egypt)



Casablanca (Morocco)



Tunis (Tunisia)



Blackbird Training Clients

 MANNAI CORPORATION MANNAI Trading Company WLL, Qatar	 GAC UNE FILIALE D' EGA Alumina Corporation Guinea	 Booking.com Booking.com Netherlands	 OXFAM Oxfam GB International Organization, Yemen	 Capital Markets Authority Kuwait
 Waltersmith Waltersmith Petroman Oil Limited Nigeria	 QNB Qatar National Bank (QNB), Qatar	 Qatar Foundation Qatar	 AFRICAN UNION ADVISORY BOARD ON CORRUPTION Tanzania	 KFAS KFS Kuwait
 Reserve Bank of Malawi Malawi	 Central Bank of Nigeria Nigeria	 Ministry of Interior Kingdom of Saudi Arabia Ministry of Interior, KSA	 Mabruk Oil Company Libya	 Saudi Electricity Company KSA
 BPKH Badan Pengelola Keuangan Haji BADAN PENGELOLA KEUANGAN Haji, Indonesia	 NATO Italy	 ENI ENI CORPORATE UNIVERSITY, Italy	 GULF BANK Gulf Bank Kuwait	 General Organization for Social Insurance KSA
 Defence Space Administration Nigeria	 National Industries Group (Holding) Kuwait	 Hamad Medical Corporation Qatar	 USAID Pakistan	 STC STC Solutions, KSA
 North Oil Company North Oil company,	 EKO Electricity EKO Electricity	 OMAN BROADBAND Oman Broadband	 UNITED NATIONS UN.	 Authority for Electricity Regulation, Oman Authority for

UK Training
PARTNER

Blackbird Training Categories

Management & Admin

Entertainment & Leisure
Professional Skills
Finance, Accounting, Budgeting
Media & Public Relations
Project Management
Human Resources
Audit & Quality Assurance
Marketing, Sales, Customer Service
Secretary & Admin
Supply Chain & Logistics
Management & Leadership
Agile and Elevation

Technical Courses

Artificial Intelligence (AI)
Hospital Management
Public Sector
Special Workshops
Oil & Gas Engineering
Telecom Engineering
IT & IT Engineering
Health & Safety
Law and Contract Management
Customs & Safety
Aviation
C-Suite Training



 International House 185 Tower Bridge
Road London SE1 2UF United Kingdom

 +44 7401 1773 35
+44 7480 775526

 Sales@blackbird-training.com

 www.blackbird-training.com

UK Training
PARTNER

