BLACKBIRD FOR TRAINING

Advanced Strategies in Marketing & Research

Brussels (Belgium)

6 - 10 October 2025

www.blackbird-training.com

Advanced Strategies in Marketing & Research

Code: CC28 From: 6 - 10 October 2025 City: Brussels (Belgium) Fees: 4400 Pound

Introduction

With competition increasing every day and the mounting pressures that characterize tough economic times, you need proven marketing techniques to generate demand for your products and services. The Certified Marketing Professional training course offers a variety of important marketing concepts that will give you solid knowledge about conventional marketing topics such as marketing planning, marketing audit, marketing communications, and marketing research. It is a must for professionals who would like to explore marketing arenas for the first time or wish to refresh their marketing know-how.

Course Objectives of Advanced Strategies in Marketing & Research

- Define the marketing framework of a business organization.
- Conduct marketing audits and analyses to better examine the micro and macro environments.
- Combine best practices, tools, and models to implement an effective marketing and sales management system.
- Develop strategies, initiatives, and programs to build and sustain a competitive market advantage.
- Apply planning and the execution of advanced marketing strategies to enhance organizational results.

Advanced Strategies in Marketing & Research Course Outlines

Day 1

Marketing Management

- Setting the scene: the marketing mix.
- Using the 4Ps marketing mix model.

Marketing audit and planning

- Understanding the marketing environment.
- .Various marketing analysis techniques
    - 'PESTLE' Analysis.
    - 'SWOT' analysis.
    - The five forces model M. Porter.
    - Customer analysis.
    - Competitive analysis.
- The marketing audit.
- Marketing planning.

Day 2

Market segmentation, targeting, and positioning

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- Market segmentation defined.
- Basis of market segmentation B2C.
- Basis of market segmentation B2B.
- Criteria for successful segmentation.
- Market targeting.
- Market positioning.
- Steps in market segmentation, targeting, and positioning

Day 3

Marketing communication and campaigns

- Elements of the communication process.
- Steps in creating a promotional campaign.
- The goals and tasks of promotion.
- The 'AIDA' concept.
- Setting the advertising budget.
- The various media types.
- Media scheduling.
- Evaluating promotional campaigns.

Day 4

The Product Life Cycle PLC: A Strategic Approach

- The PLC concept.
- Marketing strategies for PLC.
- The promotion mix and marketing objectives.
- Characteristics promotion mix elements.
- Promotion mix strategies across the PLC.
- Push and pull strategies.

Day 5

Marketing research

- Marketing research defined.
- The marketing research process.
- Secondary and primary data.
- Questionnaire design.
- Forms of survey research.

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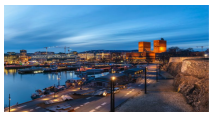
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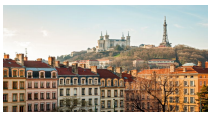
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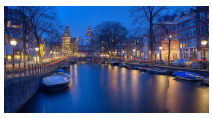
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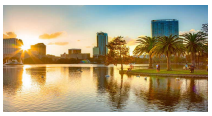
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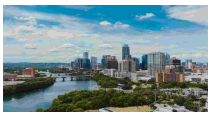
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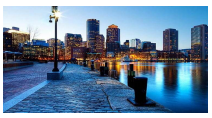
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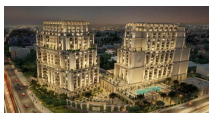
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