Advanced Strategies in Marketing & Research

11 – 15 October 2027
Brussels (Belgium)



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Introduction

In today's competitive environment, where economic pressures are mounting and markets are becoming increasingly complex, mastering advanced marketing strategies is critical for success. The Certified Marketing Professional training course equips you with essential marketing concepts and strategies to help you drive demand for your products and services. This course covers traditional marketing topics such as marketing planning, marketing audits, marketing communications, and market research, making it an ideal fit for professionals who wish to explore the marketing field or refresh their existing knowledge.

This course is designed to help you understand and apply advanced marketing strategies and market research techniques, which are essential in creating sustainable competitive advantages. Whether you're new to marketing or looking to enhance your skills, this program offers practical knowledge and tools to excel in a rapidly evolving market landscape.

Course Objectives

- Define the marketing framework for a business organization.
- Conduct marketing audits and analyses to better understand the micro and macro environments.
- Integrate 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 advanced marketing strategies and market research techniques to enhance organizational results.
- Implement marketing planning and execution to drive growth and success within the organization.

Course Outlines

Day 1: Marketing Management

- Setting the scene: The Marketing Mix: Understanding the 4Ps of Marketing Product, Price, Place, Promotion.
- Marketing Audit and Planning:
  - Understanding the marketing environment through PESTLE and SWOT analysis.
  - Porter's Five Forces Model for competitive analysis.
  - Conducting customer analysis and competitive analysis.
  - Performing a marketing audit and preparing a comprehensive m[illegible] plan.



Day 2: Market Segmentation, Targeting, and Positioning

- Market Segmentation: Definition, criteria for effective segmentation, and techniques for B2C and B2B markets.
- Targeting: Methods to identify the best target markets.
- Positioning: Steps to create a strong market position and differentiating your product in the market.

Day 3: Marketing Communication and Campaigns

- The Communication Process: Understanding the key elements of marketing communication.
- Creating Promotional Campaigns: How to set clear objectives and tasks for your promotional campaigns.
- Applying the AIDA concept Attention, Interest, Desire, Action in your campaigns.
- Setting advertising budgets and selecting the right media.
- Evaluating promotional campaigns: Measuring the effectiveness and impact of campaigns.

Day 4: The Product Life Cycle PLC: A Strategic Approach

- Understanding the Product Life Cycle PLC concept.
- Developing tailored marketing strategies for each stage of the PLC.
- Utilizing push and pull strategies effectively.
- Managing the promotion mix and setting marketing objectives aligned with the PLC stages.

Day 5: Marketing Research

- Defining Marketing Research: Understanding the role and importance of research in making informed marketing decisions.
- The marketing research process: Steps from defining the problem to analyzing data.
- Secondary vs. Primary Data: How to collect and use both types of data.
- Designing effective questionnaires for gathering data.
- Market Research Techniques: Exploring qualitative and quantitative research methods.

Why Attend this Course: Wins & Losses!

Attending the Advanced Strategies in Marketing & Research course will empower you to build effective and data-driven marketing strategies that yield real-world results. Whether you're interested in exploring advanced digital marketing strategies or learning market research techniques, this course provides you with a strong foundation in both traditional and modern marketing tactics.

Benefits of attending this course include:



- Mastering advanced marketing strategies such as market development strategies and strategic marketing.
- Learning how to implement market research methods and techniques that can provide actionable insights.
- Gaining the ability to conduct thorough market analysis and use insights to build competitive advantages.
- Learning the best practices in market segmentation, targeting, and positioning, which are crucial for building effective marketing campaigns.
- Developing the skills to lead successful marketing campaigns using AIDA, media scheduling, and budget management.

By applying these strategies, you will be able to drive demand, enhance brand positioning, and improve marketing performance, giving your organization a competitive edge.

Conclusion

The Advanced Strategies in Marketing & Research course is your gateway to mastering the complexities of the modern marketing world. Whether you're looking to refine your skills in market research techniques, learn about strategic marketing courses, or understand how to implement a market development strategy, this course will equip you with the tools and knowledge you need to succeed.

Don’t miss out on the opportunity to become a marketing expert with advanced skills in market research and strategic planning. Join this course and start building your competitive advantage today!

