

Strategic Marketing for Non-Marketing Professionals

Lisbon (Portugal)

4 - 8 August 2025

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Strategic Marketing for Non-Marketing Professionals

Code: CC28 From: 4 - 8 August 2025 City: Lisbon (Portugal) Fees: 4400 Pound

Introduction

The "Strategic Marketing for Non-Marketing Professionals" course is designed to equip individuals without a marketing background with the essential tools and insights needed to understand and apply marketing strategies effectively. This course provides a comprehensive overview of key marketing concepts, from market analysis and consumer behavior to branding and digital marketing. Participants will learn how to align marketing strategies with business objectives, enabling them to make informed decisions that drive growth and enhance customer engagement. Whether you're in finance, operations, or management, this course will empower you to contribute to your organization's marketing efforts with confidence.

Course Objectives

- Understand core marketing concepts.
- Align marketing with business goals.
- Develop strategic thinking.
- Apply digital marketing techniques.
- Enhance cross-functional collaboration.
- Build confidence in marketing discussions.

Course Outlines

Day 1: Understanding Core Marketing Concepts

- Introduction to marketing: Definition and importance.
- 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 aligned with company objectives.
- Assessing the impact of marketing activities on overall business performance.
- Case studies: Balancing marketing efforts with business goals.

Day 3: Developing Strategic Thinking

- Learning strategic thinking methods in marketing.
- Creating long-term marketing plans: Planning and innovation.
- Competitive analysis: Developing competitive marketing strategies.

Day 4: Applying Digital Marketing Techniques

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- Introduction to digital marketing: Key tools and techniques.
- Leveraging social media for brand promotion.
- Digital performance measurement: Using data to optimize marketing campaigns.

Day 5: Enhancing Collaboration and Building Confidence in Marketing Discussions

- Strategies for effective communication between marketing and non-marketing teams.
- The role of marketing in fostering cross-departmental collaboration.
- Participating confidently in marketing discussions and supporting marketing decisions within the organization.

A graphic of a chessboard with several chess pieces (a king, a queen, and a pawn) on it, set against a background of concentric circles. The text 'UK Training PARTNER' is overlaid on the board.

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