

Strategic Marketing for Non-Marketing Professionals

Accra (Ghana)

10 - 14 March 2025

UK Training

PARTNER



Strategic Marketing for Non-Marketing Professionals

Code: CC28 From: 10 - 14 March 2025 City: Accra (Ghana) Fees: 3300 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

UK Training

PARTNER



- 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.

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)
(Netherlands)



Podgorica (Montenegro)



Batumi (Georgia)



London (UK)



Istanbul (Turkey)



Amsterdam



Düsseldorf (Germany)



Paris (France)



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)

Africa



Baku (Azerbaijan)
(Thailand)



Maldives (Maldives)



Doha (Qatar)



Manila (Philippines)



Bali (Indonesia)



Bangkok



Beijing (China)



Singapore (Singapore)



Sydney (Australia)



Tokyo (Japan)



Jeddah (KSA)



Riyadh (KSA)



Dubai (UAE)



Kuala Lumpur (Malaysia)



Kuwait City (Kuwait)



Pulau Ujong (Singapore)



Jakarta (Indonesia)



Amman (Jordan)



Beirut (Lebanon)

UK Training
PARTNER

Blackbird Training Cities

Asia



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



UK Training
PARTNER

Blackbird Training Categories

Management & Admin

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

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

