

Advanced Strategies In Marketing & Research
Interactive Workshops

Cape Town (South Africa)

10 - 21 March 2025

UK Training

PARTNER



Advanced Strategies In Marketing & Research Interactive Workshops

Code: CC28 From: 10 - 21 March 2025 City: Cape Town (South Africa) Fees: 6600 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.

As the business environment evolves, staying abreast of the latest marketing strategies becomes imperative. This course is ideal for professionals seeking to explore marketing for the first time or those looking to refresh their marketing knowledge. The curriculum goes beyond the basics, incorporating advanced topics such as digital marketing, international marketing, and strategic marketing, ensuring that participants gain a well-rounded and up-to-date perspective on the field.

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
- Navigate the Marketing Framework
- Strategic Marketing Audits and Analyses
- Integrated Marketing and Sales Management
- Competitive Advantage Development:
- Advanced Marketing Strategy Implementation

Advanced Strategies in Marketing & Research Course Outlines

Day 1

Marketing Management

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

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

UK Training
PARTNER

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

- 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

UK Training

PARTNER



Marketing research

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

Day 6

Consumer Behavior

- Understanding consumer behavior
- Factors influencing consumer behavior
- The decision-making process Types of buying behavior Cultural and social influences
- Psychological factors
- Consumer attitudes and perceptions

Day 7

Digital Marketing

- Key digital marketing channels
- Social media marketing Search engine optimization SEO
- Email marketing
- Content marketing
- Digital advertising
- Analytics and measurement in digital marketing

Day 8

International Marketing

- Global marketing considerations
- Entry modes into international markets
- Cultural considerations in international marketing
- International market research
- Global branding and advertising
- Legal and ethical challenges in international marketing

Day 9

Strategic Marketing

- Strategic marketing planning
- Setting marketing objectives
- Market positioning and differentiation
- Competitive advantage
- Marketing strategy implementation
- Monitoring and adapting marketing strategies

UK Training

PARTNER



Day 10

Emerging Trends in Marketing

- Innovations in marketing technology
- Influencer marketing
- E-commerce trends
- Sustainability in marketing
- Data-driven marketing
- Personalization and customer experience

UK Training
PARTNER



Blackbird Training Cities

Europe



Zurich (Switzerland)



Stockholm (Sweden)



Lyon (France)



Copenhagen (Denmark)



Bordeaux (France)



Annecy (France)



Oslo (Norway)



Edinburgh (UK)



Glasgow (Scotland)



Malaga (Spain)



London (UK)



Istanbul (Turkey)



Amsterdam (Netherlands)
(Switzerland)



Düsseldorf (Germany)



Paris (France)



Barcelona (Spain)



Munich (Germany)



Geneva



Prague (Czech)



Vienna (Austria)



Rome (Italy)



Brussels (Belgium)



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Manchester (UK)



Milan (Italy)

USA & Canada



Los Angeles (USA)



Florida (USA)



Online



Boston (USA)



Washington (USA)



Miami(USA)



New York (USA)



Toronto (Canada)



Blackbird Training Cities

Asia



Baku (Azerbaijan)



Maldives (Maldives)



Manila (Philippines)



Bali (Indonesia)



Bangkok (Thailand)



Beijing (China)



Moscow (Russia)
(Malaysia)



Singapore (Singapore)



Sydney (Australia)



Tokyo (Japan)



Dubai (UAE)



Kuala Lumpur



Jakarta (Indonesia)

Africa



Kigali (Rwanda)



Cape Town (South Africa)



Accra (Ghana)



Lagos (Nigeria)



Marrakesh (Marocco)



Nairobi (Kenya)



Cairo (Egypt)



Sharm El-Sheikh (Egypt)



Casablanca (Morocco)



Tunis (Tunisia)

UK Training
PARTNER

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 Refinement

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

 training@blackbird-training.com

 www.blackbird-training.com

UK Training
PARTNER

