

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: 5600 Pound

Introduction

With increasing competition and the mounting pressures of tough economic times, leveraging proven marketing techniques to generate demand for your products and services has never been more critical. The Certified Marketing Professional training course offers a comprehensive range of key marketing concepts designed to provide a solid understanding of traditional marketing topics such as marketing planning, marketing audits, marketing communications, and market research. This course is essential for professionals looking to explore marketing for the first time or refresh their marketing expertise.

As the business landscape continues to evolve, staying updated on the latest marketing strategies is vital. The curriculum of this course goes beyond the basics, incorporating advanced topics like digital marketing, international marketing, and strategic marketing, ensuring participants gain a well-rounded, up-to-date understanding of the field. This course is ideal for professionals seeking to advance their marketing skills or embark on a new career in marketing.

Course Objectives

- Define the marketing framework of a business organization
- Conduct marketing audits and analyze both micro and macro environments using interactive research methods
- Integrate best practices, tools, and models to establish an effective marketing and sales management system
- Develop strategies and initiatives that build and sustain competitive market advantages
- Implement and execute advanced marketing strategies to drive organizational performance
- Utilize interactive marketing research to deliver actionable insights
- Analyze interaction effects in research to optimize marketing effectiveness

Course Outlines

Day 1: Marketing Management

- Setting the scene with the marketing mix and the 4Ps model
- Conducting marketing audits and creating effective marketing plans
- Analyzing the marketing environment using PESTLE, SWOT, and Porter's Five Forces
- Conducting customer and competitor analysis with interactive research communications

Day 2: Market Segmentation, Targeting, and Positioning

- Defining market segmentation
- Bases of segmentation for B2B and B2C markets
- Criteria for successful segmentation, followed by targeting and positioning strategies

The logo for UK Training Partner features the text 'UK Training' in a smaller font above the word 'PARTNER' in a large, bold, black font. The background includes a chessboard with several chess pieces (a king, a pawn, and a knight) and a circular graphic element.

Day 3: Marketing Communications and Campaigns

- Understanding the communication process in marketing
- Steps for creating effective promotional campaigns
- The AIDA concept and how it applies to marketing communications
- Setting an advertising budget, media types, and scheduling strategies
- Evaluating campaign success with marketing analytics

Day 4: Product Life Cycle PLC: A Strategic Approach

- The Product Life Cycle concept and corresponding marketing strategies
- Promotion mix strategies and their alignment with the PLC stages
- Utilizing push and pull strategies to maximize product reach

Day 5: Marketing Research

- Defining marketing research and understanding the research process
- Using interactive research methods for primary and secondary data collection
- Designing surveys and using effective data collection techniques

Day 6: Consumer Behavior

- Understanding consumer behavior and the factors influencing it
- Analyzing the decision-making process and types of buying behavior
- Cultural, social, and psychological factors that shape consumer perceptions

Day 7: Digital Marketing

- Exploring key digital marketing channels including SEO, email marketing, and social media
- Strategies for content marketing and digital advertising
- Measuring digital performance with analytics and marketing measurement tools

Day 8: International Marketing

- Considerations for global marketing and market entry strategies
- Conducting international market research and managing cultural differences
- Navigating legal and ethical challenges in global branding and advertising

Day 9: Strategic Marketing

- Strategic marketing planning and setting clear marketing objectives
- Developing competitive advantages and positioning strategies
- Implementing and monitoring strategic marketing initiatives

Day 10: Emerging Trends in Marketing

- Innovations in marketing technology
- The rise of influencer marketing and the role of e-commerce trends
- The importance of sustainability and data-driven marketing in the modern landscape

A graphic of a chessboard with several chess pieces (a king, a queen, a rook, and a pawn) in gold and silver, set against a background of concentric circles and a checkered pattern.

UK Training
PARTNER

- Personalization and its impact on customer experience

conclusion

the Certified Marketing Professional training course offers a comprehensive foundation in essential and advanced marketing concepts, from marketing planning to digital and international marketing. By utilizing interactive research methods and marketing analytics, participants will gain practical insights to develop effective strategies and conduct thorough marketing audits. This course is ideal for both newcomers and seasoned professionals seeking to refresh their skills. Upon completion, you'll be well-equipped to tackle marketing challenges and pursue recognized marketing certifications, enhancing your career prospects in a rapidly evolving industry.

By the end of the course, participants will be equipped with enhanced skills in marketing management and the ability to conduct interactive marketing research. This knowledge will empower them to improve the effectiveness of their campaigns, create data-driven strategies, and develop marketing plans that align with both lifecycle marketing and global trends. Furthermore, the course will help participants pursue recognized marketing certifications, enhancing their professional credentials in this competitive field.

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

