

## Advanced Strategies in Marketing & Research

*Lisbon (Portugal)*

*6 - 10 April 2026*

UK Traininig

# PARTNER



## Advanced Strategies in Marketing & Research

Code: CC28 From: 6 - 10 April 2026 City: Lisbon (Portugal) Fees: 4400 Pound

### 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 marketing plan.

#### Day 2: Market Segmentation, Targeting, and Positioning

- Market Segmentation: Definition, criteria for effective segmentation, and techniques for B2C and B2B markets.

A graphic of a chessboard with several chess pieces (a king, a queen, a rook, and a pawn) in the foreground. The text 'UK Training PARTNER' is overlaid on the image.

UK Training  
**PARTNER**

- 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

A graphic of a chessboard with several chess pieces. A large gold king piece is in the foreground, with a silver pawn and a gold pawn behind it. The text 'UK Training PARTNER' is overlaid on the board.

UK Training  
**PARTNER**



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!

A graphic of a chessboard with several chess pieces (a king, a queen, and a pawn) in the bottom right corner. The pieces are gold and silver. The text 'UK Training' is above the word 'PARTNER' in a bold, sans-serif font.

UK Training  
**PARTNER**

Head Office: +44 7480 775 526  
Email: [Sales@blackbird-training.com](mailto:Sales@blackbird-training.com)  
Website: [www.blackbird-training.com](http://www.blackbird-training.com)



## 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)



Podgorica (Montenegro)



Batumi (Georgia)



Salzburg (Austria)



London (UK)



Istanbul (Turkey)



Amsterdam



Düsseldorf (Germany)



Paris (France)



Athens (Greece)



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)

### ASIA



Baku (Azerbaijan)  
(Thailand)



Maldives (Maldives)



Doha (Qatar)



Manila (Philippines)



Bali (Indonesia)



Bangkok



Beijing (China)



Singapore (Singapore)



Sydney



Tokyo (Japan)



Jeddah (KSA)



Riyadh (KSA)



Melbourne (Australia)  
Korea



Phuket (Thailand)



Dubai (UAE)



Kuala Lumpur (Malaysia)



Kuwait City (Kuwait)



Seoul (South)



Pulau Ujong (Singapore)



Irbid (Jordan)



Jakarta (Indonesia)



Amman (Jordan)



Beirut

UK Training  
**PARTNER**



## Blackbird Training Cities

### AFRICA



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



MANNAI Trading  
Company WLL,  
Qatar



Alumina Corporation  
Guinea



Booking.com  
Netherlands



Oxfam GB International  
Organization,  
Yemen



Capital Markets  
Authority,  
Kuwait



Waltersmith Petroman Oil Limited  
Nigeria



Qatar National Bank  
(QNB),  
Qatar



Qatar Foundation,  
Qatar



AFRICAN UNION ADVISORY  
BOARD ON CORRUPTION,  
Tanzania



KFAS  
Kuwait



Reserve Bank of  
Malawi,  
Malawi



Central Bank of Nigeria  
Nigeria



Ministry of Interior  
Kingdom of Saudi Arabia  
KSA



Mabruk Oil Company  
Libya



Saudi Electricity  
Company,  
KSA



BADAN PENGELOLA  
KEUANGAN Haji,  
Indonesia



NATO  
Italy



ENI CORPORATE  
UNIVERSITY,  
Italy



Gulf Bank  
Kuwait



General Organization for  
Social Insurance  
KSA



Defence Space Administration  
Nigeria



National Industries  
Group (Holding),  
Kuwait



Hamad Medical  
Corporation,  
Qatar



USAID  
Pakistan



STC Solutions,  
KSA



North Oil company,



EKO Electricity



Oman Broadband



UNITED NATIONS  
UN.



Authority for

UK Training  
**PARTNER**



## Blackbird Training Categories

### Management & Admin

Entertainment & Leisure  
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

Artificial Intelligence (AI)  
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**

