

Advanced Strategies in Marketing & Research

Edinburgh (UK)

1 - 5 September 2025

UK Training

PARTNER



Advanced Strategies in Marketing & Research

Code: CC28 From: 1 - 5 September 2025 City: Edinburgh (UK) Fees: 4700 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.

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.

Advanced Strategies in Marketing & Research Course Outlines

Day 1

Marketing Management

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

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

UK Training

PARTNER



- 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

Marketing research

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

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

