

Mini MBA and Marketing Course

Rome (Italy)

1 - 5 September 2025

UK Training

PARTNER



Mini MBA and Marketing Course

Code: LM28 From: 1 - 5 September 2025 City: Rome (Italy) Fees: 4200 Pound

Introduction

This Mini MBA and Marketing course is designed to equip participants with essential business and marketing skills, offering a practical and strategic understanding of core business functions. The course emphasizes customer-focused marketing while providing insights into leadership, financial management, and modern marketing techniques. In just five days, participants will gain a comprehensive overview of business strategy, leadership, financial awareness, and digital marketing to thrive in today's dynamic business environment.

Course Objectives

By the end of the Mini MBA program, participants will be able to:

- Understand the key components of business management and strategic thinking within the context of an Executive MBA.
- Apply marketing principles to develop customer-focused strategies.
- Interpret financial data for better decision-making, even without a finance background.
- Build leadership skills to effectively manage teams and drive business success.
- Develop marketing plans using digital tools and the latest trends, including data analytics.

Course Outlines

Day 1: Business Foundations & Strategy

- Introduction to Business Management & the Mini MBA Concept
- Understanding Business Environments: PESTLE & SWOT Analysis
- Strategic Planning & Gaining Competitive Advantage
- Exploring Business Models & the Value Proposition Canvas
- Enhancing Decision-Making Skills through Critical Thinking

Day 2: Marketing Principles & Customer Focus

- Exploring the Marketing Mix 7Ps and Market Segmentation
- Analyzing Customer Behavior & Mapping the Buyer Journey
- Branding Strategies, Positioning, and Value Communication
- Creating Customer Personas & Implementing Targeting Strategies
- Case Study: Examining Successful Global Marketing Campaigns

Day 3: Financial Essentials for Non-Finance Professionals

- Understanding Key Financial Statements P&L, Balance Sheet, Cash Flow
- Budgeting, Forecasting, and Cost Management Techniques
- Break-Even Analysis & Making Pricing Decisions

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

UK Training
PARTNER

- Using Financial Ratios and KPIs to Assess Business Health
- Calculating ROI and Marketing Budget Essentials

Day 4: Leadership, Operations & People Management

- Exploring Leadership Styles and Building Emotional Intelligence
- Understanding Team Dynamics & Applying Motivation Theories
- Enhancing Operational Efficiency through Lean Management Basics
- Managing Organizational Change & Cultivating a Positive Culture
- Building Skills in Effective Communication and Team Decision-Making

Day 5: Digital Marketing & Business Growth

- Mastering Digital Marketing Techniques: SEO, Social Media, PPC, Email Marketing
- Creating Content Marketing Strategies and Effective Brand Storytelling
- Leveraging Analytics and Measuring Campaign Effectiveness
- Building an Integrated Marketing Strategy for Sustainable Growth
- Final Group Activity: Presenting a Mini Marketing Plan

Why Attend This Mini MBA Course: Wins & Losses!

- Develop essential skills in business management and strategic marketing.
- Learn to create customer-focused strategies that boost business growth.
- Gain financial insights even without a finance background through the Mini MBA in Project Management module.
- Master digital marketing techniques to keep your business competitive.
- Enhance your leadership abilities and effectively manage teams within any business setting.
- Gain hands-on experience in business analysis and marketing plan development.

Conclusion

The Mini MBA and Marketing course provides a holistic approach to understanding business fundamentals and modern marketing practices. In just five days, participants will gain practical knowledge in strategic planning, financial management, leadership, and digital marketing. This course is ideal for managers seeking to enhance their skills or entrepreneurs aiming to grow their business.

Whether you're looking for a Global Mini MBA or an Executive MBA that focuses on marketing, this program delivers the skills needed to succeed in today's fast-paced business world.

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)



London (UK)



Istanbul (Turkey)



Amsterdam



Düsseldorf (Germany)
(Switzerland)



Paris (France)



Athens (Greece)



Barcelona (Spain)



Munich (Germany)



Geneva



Prague (Czech)



Vienna (Austria)



Rome (Italy)



Brussels



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Zurich



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 CORPORATION MANNAI Trading Company WLL, Qatar	 GAC UNE FILIALE D' EGA Alumina Corporation Guinea	 Booking.com Booking.com Netherlands	 OXFAM Oxfam GB International Organization, Yemen	 Capital Markets Authority Kuwait
 Waltersmith Waltersmith Petroman Oil Limited Nigeria	 QNB Qatar National Bank (QNB), Qatar	 Qatar Foundation Qatar	 AFRICAN UNION ADVISORY BOARD ON CORRUPTION Tanzania	 KFAS 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
 BPKH Badan Pengelola Keuangan Haji BADAN PENGELOLA KEUANGAN Haji, Indonesia	 NATO Italy Italy	 ENI ENI CORPORATE UNIVERSITY, Italy	 GULF BANK 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 STC Solutions, KSA
 North Oil Company North Oil company,	 EKO Electricity EKO Electricity	 OMAN BROADBAND Oman Broadband	 UNITED NATIONS UN.	 Authority for Electricity Regulation, Oman 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

