

## Mini MBA and Marketing Course

*Cairo (Egypt)*

*15 - 19 March 2026*

UK Training

# PARTNER



## Mini MBA and Marketing Course

Code: LM28 From: 15 - 19 March 2026 City: Cairo (Egypt) Fees: 3300 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.

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**



## 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

|   |   |   |   |   |
|---|---|---|---|---|
| <br><b>MANNAI CORPORATION</b><br>MANNAI Trading Company WLL, Qatar                             | <br><b>GAC</b><br>UNE FILIALE D' EGA<br>Alumina Corporation Guinea | <br><b>Booking.com</b><br>Booking.com Netherlands              | <br><b>OXFAM</b><br>Oxfam GB International Organization, Yemen   | <br><b>Capital Markets Authority</b><br>Kuwait                           |
| <br><b>Waltersmith</b><br>Waltersmith Petroman Oil Limited Nigeria                             | <br><b>QNB</b><br>Qatar National Bank (QNB), Qatar                 | <br><b>Qatar Foundation</b><br>Qatar                           | <br><b>AFRICAN UNION ADVISORY BOARD ON CORRUPTION</b><br>Tanzania | <br><b>KFAS</b><br>KFS<br>Kuwait   |
| <br><b>Reserve Bank of Malawi</b><br>Malawi   | <br><b>Central Bank of Nigeria</b><br>Nigeria                     | <br><b>Ministry of Interior Kingdom of Saudi Arabia</b><br>KSA | <br><b>Mabruk Oil Company</b><br>Libya                          | <br><b>Saudi Electricity Company</b><br>KSA                             |
| <br><b>BPKH</b><br>Badan Pengelola Keuangan Haji<br>BADAN PENGELOLA KEUANGAN Haji, Indonesia | <br><b>NATO Italy</b>  | <br><b>ENI</b><br>ENI CORPORATE UNIVERSITY, Italy            | <br><b>GULF BANK</b><br>Gulf Bank Kuwait                        | <br><b>General Organization for Social Insurance</b><br>KSA            |
| <br><b>Defence Space Administration</b><br>Nigeria   | <br><b>National Industries Group (Holding)</b><br>Kuwait         | <br><b>Hamad Medical Corporation</b><br>Qatar                | <br><b>USAID</b><br>Pakistan                                    | <br><b>STC</b><br>STC Solutions, KSA                                   |
| <br><b>North Oil Company</b><br>North Oil company,   | <br><b>EKO Electricity</b><br>EKO Electricity                    | <br><b>OMAN BROADBAND</b><br>Oman Broadband                  | <br><b>UNITED NATIONS</b><br>UN.                               | <br><b>Authority for Electricity Regulation, Oman</b><br>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**

