

## Mini MBA and Marketing Course

*Amman (Jordan)*

*11 - 15 January 2026*

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## Mini MBA and Marketing Course

Code: LM28 From: 11 - 15 January 2026 City: Amman (Jordan) Fees: 3300 Pound

### Introduction

This Mini MBA and Marketing course is designed to equip participants with essential business and marketing skills, providing a practical and strategic understanding of core business functions, with an emphasis on customer-focused marketing. In just five days, participants will gain a comprehensive overview of business strategy, leadership, financial awareness, and modern marketing techniques to compete in today's dynamic business environment.

### Course Objectives

By the end of the course, participants will be able to:

- Understand the key components of business management and strategic thinking.
- Apply marketing principles to develop customer-focused strategies.
- Interpret financial data for better business decision-making.
- Build leadership and team management skills.
- Create marketing plans using digital tools and current trends.

### Course Outlines

#### Day 1: Business Foundations & Strategy

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

#### Day 2: Marketing Principles & Customer Focus

- The Marketing Mix 7Ps and Market Segmentation
- Understanding Customer Behavior & Buyer Journeys
- Branding, Positioning & Value Communication
- Creating Customer Personas & Targeting Strategies
- Case Study: Successful Global Marketing Campaigns

#### Day 3: Financial Essentials for Non-Finance Professionals

- Understanding Financial Statements P&L, Balance Sheet, Cash Flow
- Budgeting, Forecasting, and Cost Management
- Break-Even Analysis & Pricing Decisions
- Financial Ratios and KPIs for Business Health

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.

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- ROI & Marketing Budgeting Essentials

#### Day 4: Leadership, Operations & People Management

- Leadership Styles & Emotional Intelligence
- Team Dynamics & Motivation Theories
- Operational Efficiency & Process Improvement Lean Basics
- Change Management & Organizational Culture
- Effective Communication and Decision-Making in Teams

#### Day 5: Digital Marketing & Business Growth

- Digital Marketing Fundamentals SEO, Social Media, PPC, Email
- Content Marketing & Storytelling for Brands
- Analytics, Metrics & Measuring Campaign Effectiveness
- Building an Integrated Marketing Strategy
- Final Group Activity: Build a Mini Marketing Plan Presentation

#### Why Attend This Course: Wins & Losses!

- Gain essential business management and marketing skills.
- Learn how to develop customer-focused strategies that drive business growth.
- Understand financial principles and how to make informed decisions, even if you're not a finance expert.
- Enhance your leadership skills and learn how to manage teams effectively in any business environment.
- Master digital marketing techniques, from SEO to PPC, ensuring your business remains competitive in the modern landscape.

#### Conclusion

The Mini MBA and Marketing course provides a holistic understanding of business fundamentals and modern marketing practices. In just five days, you'll gain hands-on experience in key areas such as strategic planning, financial management, leadership, and digital marketing, enabling you to make informed business decisions and drive growth in today's competitive environment.

Whether you're a manager looking to enhance your skills or an entrepreneur seeking to grow your business, this course will equip you with the tools and knowledge you need to succeed.



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