

Mini MBA and Marketing Course

Accra (Ghana)

14 - 18 July 2025

UK Training

PARTNER



Mini MBA and Marketing Course

Code: LM28 From: 14 - 18 July 2025 City: Accra (Ghana) 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

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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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