BLACKBIRD FOR TRAINING

Strategic Marketing for Non-Marketing Professionals

26 – 30 April 2027
Kigali (Rwanda)



Strategic Marketing for Non-Marketing Professionals

Ref: 321407_293352 **Date:** 26 – 30 April 2027 **Location:** Kigali (Rwanda) **Fees:** 4200 GBP

Introduction

Are you a professional with no marketing background, looking to understand and apply strategic marketing effectively? The "Strategic Marketing for Non-Marketing Professionals" course is designed to equip you with essential tools and insights to master strategic marketing concepts and practices. This course offers a comprehensive overview of key marketing areas, including market analysis, consumer behavior, branding, and digital marketing. By aligning marketing strategies with business goals, you'll learn to make informed decisions that drive growth and enhance customer engagement. Whether you're in finance, operations, or management, this course will help you contribute confidently to your organization's marketing efforts.

Course Objectives

By the end of this course, you will be able to:

- Understand core marketing concepts and how they impact business success.
- Align marketing strategies with business goals to improve overall performance.
- Develop strategic thinking to create long-term marketing plans.
- Apply digital marketing techniques to optimize marketing efforts.
- Enhance collaboration across functions to drive business results.
- Build confidence in marketing discussions and contribute effectively to marketing decisions.

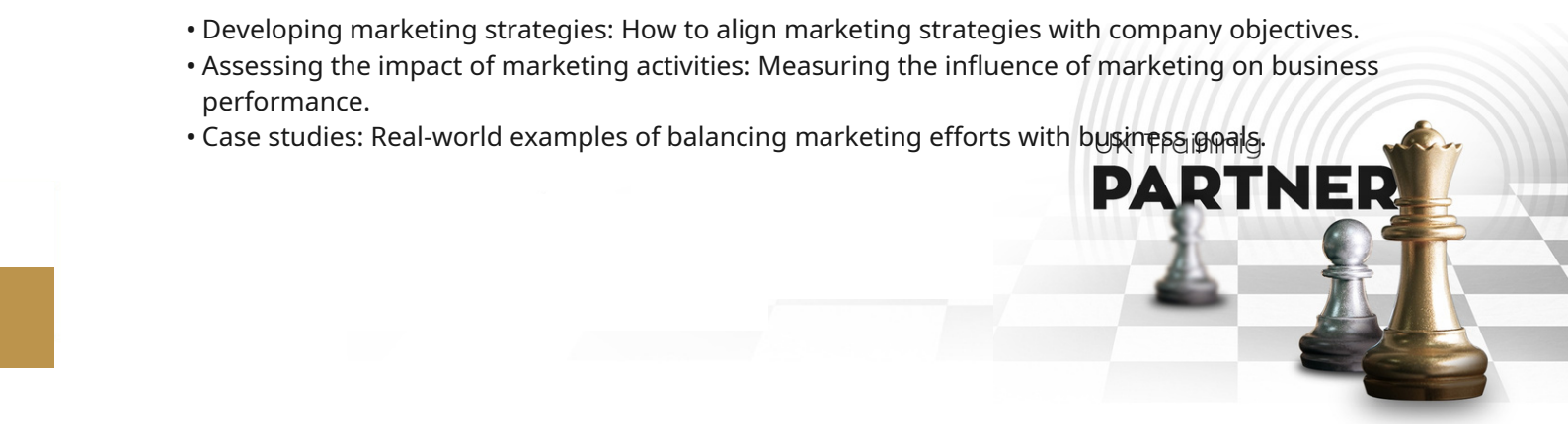
Course Outlines

Day 1: Understanding Core Marketing Concepts

- Introduction to marketing: Definition and importance of marketing in business.
- Market analysis: Tools and techniques for identifying target markets.
- Consumer behavior: Exploring factors influencing purchasing decisions.

Day 2: Aligning Marketing with Business Goals

- Developing marketing strategies: How to align marketing strategies with company objectives.
- Assessing the impact of marketing activities: Measuring the influence of marketing on business performance.
- Case studies: Real-world examples of balancing marketing efforts with business goals.



Day 3: Developing Strategic Thinking

- Strategic thinking methods: Learning how to think strategically in marketing.
- Creating long-term marketing plans: Planning and innovation for future growth.
- Competitive analysis: Developing competitive marketing strategies.

Day 4: Applying Digital Marketing Techniques

- Introduction to digital marketing: Key tools and techniques in digital marketing.
- Leveraging social media: Using social media to promote your brand and engage with customers.
- Digital performance measurement: Using data to optimize marketing campaigns and improve ROI.

Day 5: Enhancing Collaboration and Building Confidence in Marketing Discussions

- Effective communication strategies: How to enhance communication between marketing and non-marketing teams.
- The role of marketing in cross-functional collaboration: How marketing can foster collaboration across departments.
- Building confidence in marketing discussions: Participating in marketing decision-making with confidence.

Why Attend This Course: Wins & Losses!

- Gain a comprehensive understanding of strategic marketing and its importance in business growth.
- Learn how to align marketing strategies with business goals and achieve better results.
- Develop strategic thinking and gain the ability to create impactful long-term marketing plans.
- Learn to apply digital marketing techniques that increase customer engagement and improve campaign performance.
- Enhance your ability to collaborate across departments, fostering a unified approach to achieving business goals.
- Gain the confidence to participate in marketing discussions and contribute effectively to the decision-making process.

Conclusion

The "Strategic Marketing for Non-Marketing Professionals" course is your gateway to mastering strategic marketing principles and techniques that will significantly enhance your contribution to your organization's marketing efforts. With a focus on aligning marketing strategies with business goals, developing strategic thinking, and applying digital marketing techniques, this course will help you build the knowledge and confidence to participate actively in marketing decision-making.

Don't miss the chance to improve your strategic marketing skills and contribute to the growth of your organization. Join the course today and start mastering strategic marketing planning, digital marketing, and collaboration across departments!

