BLACKBIRD FOR TRAINING

Advanced Strategies In Marketing & Research Interactive Workshops

31 May – 11 June 2027
Paris (France)



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Introduction

In today's highly competitive market, leveraging proven marketing techniques to generate demand for your products and services has never been more critical. The Certified Marketing Professional training course is designed to provide you with a comprehensive understanding of key marketing concepts, from traditional marketing topics such as marketing management and marketing communications to more advanced subjects like digital marketing, global marketing, and lifecycle marketing.

This course is tailored for professionals who want to explore marketing for the first time, refresh their marketing expertise, or pursue marketing certifications to advance their careers. The course emphasizes practical application, incorporating interactive research methods and marketing analytics to help you make data-driven decisions that enhance marketing effectiveness.

As the business landscape continues to evolve, staying updated on the latest types of marketing strategies and techniques is vital. This course goes beyond the basics, ensuring that participants not only master the fundamentals but also gain a well-rounded understanding of emerging trends and strategies that are shaping the future of marketing.

Course Objectives

- Understand marketing management: Learn the principles of marketing, marketing planning, and the 4Ps model.
- Conduct interactive research communications: Gain expertise in interactive research methods and the interaction effect in research to optimize your marketing strategies.
- Enhance product marketing: Develop effective product marketing strategies that align with customer needs and lifecycle stages.
- Leverage marketing analytics: Learn how to analyze data and implement marketing analytics to measure campaign performance and improve marketing outcomes.
- Master lifecycle marketing: Apply lifecycle marketing strategies to build long-term customer relationships and optimize product strategies.
- Expand global marketing expertise: Gain insights into global marketing strategies and tactics for successfully expanding into international markets.



Course Outlines

Day 1: Marketing Management

- Introduction to marketing management and the 4Ps model.
- Conducting marketing audits and creating marketing plans.
- Analyzing the marketing environment using tools like PESTLE, SWOT, and Porter's Five Forces.
- Conducting interactive research communications for customer and competitor analysis.

Day 2: Market Segmentation, Targeting, and Positioning

- Defining market segmentation and bases for B2B and B2C markets.
- Criteria for successful segmentation, targeting, and positioning strategies.

Day 3: Marketing Communications and Campaigns

- Understanding the communication process in marketing.
- Steps for creating effective promotional campaigns.
- Applying the AIDA concept in marketing communications.
- Setting advertising budgets, selecting media types, and scheduling strategies.
- Evaluating campaign success with marketing analytics.

Day 4: Product Life Cycle PLC: A Strategic Approach

- Understanding the Product Life Cycle PLC and corresponding marketing strategies.
- Aligning promotion mix strategies with PLC stages.
- Utilizing push and pull strategies to maximize product reach.

Day 5: Marketing Research

- Defining marketing research and understanding the research process.
- Using interactive research methods for primary and secondary data collection.
- Designing surveys and using effective data collection techniques.

Day 6: Consumer Behavior

- Understanding consumer behavior and the factors influencing it.
- Analyzing the decision-making process and types of buying behavior.
- Cultural, social, and psychological factors shaping consumer perceptions.



Day 7: Digital Marketing

- Exploring key digital marketing channels like SEO, email marketing, and social media.
- Strategies for content marketing and digital advertising.
- Measuring digital performance with marketing analytics and measurement tools.

Day 8: International Marketing

- Global marketing considerations and market entry strategies.
- Conducting international market research and managing cultural differences.
- Navigating legal and ethical challenges in global branding and advertising.

Day 9: Strategic Marketing

- Strategic marketing planning and setting clear marketing objectives.
- Developing competitive advantages and positioning strategies.
- Implementing and monitoring strategic marketing initiatives.

Day 10: Emerging Trends in Marketing

- Innovations in marketing technology.
- The rise of influencer marketing and the role of e-commerce trends.
- The importance of sustainability and data-driven marketing in the modern landscape.
- Personalization's impact on customer experience.

Why Attend This Course: Wins & Losses!

- Gain essential marketing management skills: Master marketing management, marketing communications, and product marketing techniques that ensure you can navigate complex marketing challenges.
- Develop expertise in interactive marketing research: Learn how to use interactive research methods and marketing analytics to drive data-based decisions and improve marketing campaign effectiveness.
- Understand lifecycle marketing: Learn how to manage the customer lifecycle and create strategies that build long-term brand loyalty.
- Expand your global marketing knowledge: Understand how to expand your brand globally with effective global marketing strategies and overcome cultural, legal, and ethical challenges.
- Earn a recognized certification: Completing this course will open doors to recognized marketing certifications, boosting your credentials in the competitive marketing industry.



Conclusion

The Certified Marketing Professional training course offers a thorough foundation in both essential and advanced marketing concepts. By exploring traditional marketing areas such as marketing planning, marketing communications, and product marketing, as well as diving into digital marketing, global marketing, and interactive research methods, participants will gain a well-rounded, up-to-date understanding of the marketing landscape.

This course is ideal for professionals looking to enhance their skills, whether they are new to marketing or seeking to refresh their knowledge. With a focus on practical application, data-driven strategies, and interactive research communications, participants will be equipped to develop effective marketing strategies, optimize campaigns, and enhance organizational performance. Upon completion, you'll be prepared to tackle the challenges of the evolving marketing world and pursue recognized marketing certifications, empowering you to take the next step in your career.

