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Strategic Marketing For Non-Marketing Professionals Interactive Workshops

14 – 25 December 2026
Malaga (Spain)



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Introduction

Marketing for the Non-Marketing Manager is designed to give managers a clear, practical understanding of the marketing concepts that influence business performance, profitability, and competitive position. In today's business environment, managers are expected to make informed decisions that affect customers, products, pricing, communication, and growth, even when marketing is not their primary area of expertise.

This course provides a structured and practical introduction to the most important areas of marketing fundamentals, helping participants understand how marketing supports business success. It covers essential topics such as market segmentation, the family life cycle, the product diffusion curve, positioning, Porter's five competitive forces, the marketing mix, and pricing strategies. The course also explores widely used models including AIDA, DAGMAR, and the growth share matrix, while examining product market strategies, the product life cycle, consumer behavior, digital marketing, market research, global marketing, and ethics in marketing.

Rather than focusing on theory alone, this course connects marketing models and techniques directly to real business decisions. It helps managers build confidence in understanding markets, evaluating customer needs, supporting communication strategies, and contributing more effectively to commercial success.

Course Objectives

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

- Develop a solid understanding of marketing fundamentals and their role in business performance.
- Understand key marketing models and techniques used to support strategic and operational decisions.
- Apply market segmentation principles, including segmentation based on the family life cycle and the product diffusion curve.
- Recognize the reasons why segmentation may fail and apply practical methods for segmentation success.
- Understand Porter's five competitive forces and their impact on market structure and competition.
- Use the marketing mix and pricing strategies to strengthen market position and improve profitability.
- Understand communication models such as AIDA and DAGMAR in the development of promotional strategies.
- Explore product market strategies and understand how the product life cycle affects planning and decision-making.
- Strengthen communication competence in marketing-related discussions and decisions.
- Gain practical insight into consumer behavior, digital marketing, market research, global marketing, and ethics in marketing.



Course Outlines

Day 1: Marketing Models, Techniques, and Segmentation

- Introduction to key marketing models and techniques.
- Understanding market segmentation and its role in targeting customers effectively.
- Segmenting markets based on the family life cycle.
- Using the product diffusion curve as a practical tool for segmentation.

Day 2: Positioning and Segmentation Success

- Understanding the concept of positioning in competitive markets.
- Reviewing specific types of positioning strategies.
- Identifying why segmentation is sometimes unsuccessful.
- Applying practical guidance and tools for segmentation success.

Day 3: Competitive Analysis and the Marketing Mix

- Understanding Porter's five competitive forces and their effect on strategy.
- Exploring the elements of the marketing mix.
- Understanding pricing decisions and their business impact.
- Applying pricing strategies to improve profitability and competitiveness.
- Reviewing communication, sales promotion, and packaging as part of market delivery.

Day 4: Marketing Communication and Brand Development

- Understanding the stages involved in designing communication strategies.
- Exploring the role of advertising in marketing performance.
- Applying the AIDA model in customer communication.
- Understanding the DAGMAR model in marketing communications planning.
- Reviewing branding principles and the growth share matrix as a strategic tool.

Day 5: Products, Markets, and Business Growth

- Understanding the difference between benefits and features in product communication.
- Reviewing product market strategies and their role in business growth.
- Understanding the stages of the product life cycle.
- Examining criticisms and limitations of the product life cycle concept.
- Reviewing the purpose and use of test marketing.



Day 6: Consumer Behavior

- Introduction to consumer behavior and its importance in marketing decisions.
- Understanding how consumers make purchasing decisions.
- Identifying the main factors that influence consumer behavior.
- Reviewing the consumer decision-making process and its business implications.

Day 7: Digital Marketing

- Introduction to digital marketing and its growing role in modern business.
- Understanding major digital channels and platforms.
- Exploring social media marketing and online communication.
- Reviewing search engine optimization and its role in visibility and customer reach.

Day 8: Market Research

- Understanding the importance of market research in decision-making.
- Reviewing different types of market research.
- Exploring common methods of data collection.
- Analyzing and interpreting market research findings for practical use.

Day 9: Global Marketing

- Understanding the process of expanding into international markets.
- Reviewing cultural considerations in global marketing.
- Exploring global marketing strategies and market entry thinking.
- Identifying the main challenges associated with global marketing.

Day 10: Ethics in Marketing

- Understanding ethics in marketing and its role in responsible business practice.
- Reviewing social responsibility in marketing activities.
- Building trust and credibility through ethical decision-making.
- Examining common ethical dilemmas faced in marketing environments.



Why Attend this Course: Wins & Losses!

- Gain practical knowledge of marketing for the non-marketing manager without unnecessary complexity.
- Build confidence in understanding marketing fundamentals, customer needs, and market dynamics.
- Improve decision-making through stronger knowledge of market segmentation, positioning, and consumer behavior.
- Learn how Porter's five competitive forces, the marketing mix, and pricing strategies influence profitability and growth.
- Strengthen communication planning through models such as AIDA and DAGMAR.
- Understand how product market strategies, the product life cycle, and the growth share matrix support business planning.
- Expand knowledge in high-impact areas such as digital marketing, market research, global marketing, and ethics in marketing.
- Enhance communication competence when working with marketing teams, customers, and senior decision-makers.

Conclusion

Marketing for the Non-Marketing Manager offers a practical and business-focused understanding of the marketing concepts every manager should know. It brings together essential topics such as market segmentation, positioning, Porter's five competitive forces, the marketing mix, pricing strategies, AIDA, DAGMAR, the growth share matrix, product market strategies, and the product life cycle within one clear and applicable learning framework.

By the end of the course, participants will be better prepared to understand how marketing decisions shape business results, customer relationships, and competitive advantage. They will also be more confident in contributing to discussions around strategy, communication, growth, and performance in a way that supports stronger business outcomes.

