



SM103: Intensive Marketing: Strategy, Digital Transformation & Execution Excellence

Training Description:

This intensive marketing training course is designed for professionals who want to elevate their strategic marketing capabilities. The training course blends traditional marketing foundations with the latest trends in digital marketing, customer analytics, brand positioning, and campaign execution. Participants will engage in real-life case studies, simulations, and collaborative workshops to develop comprehensive and actionable marketing plans.

Training Objectives:

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

- ✓ Understand core and advanced marketing concepts and frameworks
- ✓ Analyze market environments, competition, and customer behavior
- ✓ Develop integrated marketing strategies aligned with business objectives
- ✓ Apply digital marketing tools such as SEO, PPC, email campaigns, and social media
- ✓ Execute and measure marketing plans with performance metrics and KPIs
- ✓ Foster customer-centric and brand-driven campaigns that generate impact

Training Designed for:

This training course is intended for Marketing Managers and Executives, Brand Managers, Business Development Professionals, Digital Marketing Specialists, Entrepreneurs and Start-Up Founders, Product Managers, Sales & Marketing Coordinators and Corporate Communication Specialists.

Training Requirement:

“Hand’s on practical sessions, equipment and software will be applied during the course if required and as per the client’s request.”

Contents can be adapted to your specific wishes. It is therefore possible to focus on specific modules of the training course as per client’s learning needs and objectives. Further, it should be forwarded to us a month prior to the course dates.

Training Program:

DAY ONE:

❖ Marketing Foundations and Market Analysis

- Evolution of Marketing: From Traditional to Digital
- Core Marketing Concepts: 4Ps, 7Ps, STP Model
- Understanding Customer Behavior and Buyer Personas
- Market Segmentation, Targeting & Positioning (STP)
- Competitive Market Analysis and SWOT
- Workshop: Develop a Customer Persona and SWOT for Your Brand

DAY TWO:

❖ Strategic Marketing Planning

- Marketing Objectives Aligned to Business Strategy
- BCG Matrix, Ansoff Matrix, and Porter’s Five Forces
- Creating a Strategic Marketing Plan (Structure and Framework)

- Brand Development and Brand Positioning Techniques
- Pricing Strategies and Value Propositions
- Group Activity: Create a Strategic Plan for a Hypothetical Brand

DAY THREE:

❖ Digital Marketing Channels & Tools

- Overview of Digital Ecosystem (Paid, Owned, Earned Media)
- Social Media Marketing (LinkedIn, Instagram, Facebook, TikTok, etc.)
- SEO & SEM Basics (Search Engine Optimization & Marketing)
- Email Marketing, Influencer Marketing, Affiliate Models
- Content Marketing Strategy & Blogging for Business
- Hands-on Practice: Launch a Sample Digital Campaign (Google/Meta)

DAY FOUR:

❖ Marketing Campaigns and Execution Excellence

- Integrated Marketing Communications (IMC)
- Designing Effective Marketing Campaigns (Online/Offline)
- Customer Journey Mapping and Touchpoints
- Media Planning and Budgeting
- Project Management Tools for Marketing Execution (Trello, Asana, etc.)
- Workshop: Build and Present an Integrated Campaign

DAY FIVE:

❖ Marketing Analytics, ROI & Emerging Trends

- Marketing KPIs and Performance Measurement
- Google Analytics & Social Media Insights
- Return on Marketing Investment (ROMI)
- A/B Testing and Data-Driven Decision Making
- AI in Marketing, Personalization & Automation
- Final Presentation: Complete Marketing Strategy Plan

❖ Course Conclusion

❖ POST-ASSESSMENT and EVALUATION

Training Methodology:

This interactive training course includes the following training methodologies as a percentage of the total tuition hours:

- 30% Lectures, Concepts, Role Play
- 70% Workshops & Work Presentations, Techniques, Based on Case Studies & Practical Exercises, Gamification, Software & General Discussions
- Pre and Post Test

Training Certificate(s):

CMCT Internationally recognized certificate(s) will be issued to each participant who completed the course.

Training Fees:

TBA as per the course location - This rate includes participant's manual, hand-outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Note: The 5% VAT (Value Added Tax), will be effective starting 01st of January 2018 as per the new regulation from the UAE Government. The VAT applies for all quotation both for local and abroad.

Training Timings:

Daily Timings:

07:45 - 08:00	Morning Coffee / Tea
08:00 - 10:00	First Session
10:00 - 10:20	Recess (Coffee/Tea/Snacks)
10:20 - 12:20	Second Session
12:20 - 13:00	Recess (Prayer Break & Lunch)
13:00 - 14:00	Last Session

For training registrations or in-house enquiries, please contact:

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