



## **Certified Marketing Professional**

**Course Venue:** Malaysia - Kuala Lumpur

**Course Date:** From 18 Jul 2021 To 22 Jul 2021

**Course Place:** Jalan Conlay Kuala Lumpur

**Course Fees:** 4250 GBP



## **Introduction**

**Who should attend:** Marketing staff and executives who wish to know more about the vital role that marketing plays in organizations and to identify and solve many business problems by using a marketing perspective. The program is also designed for anyone who wants to keep current on marketing strategies.

## **Objectives**

- Define the marketing framework of a business organization.
- Develop marketing audits and analysis to better examine the micro and macro environments.
- Combine best practices, tools and models to implement an effective marketing and sales management system.
- Develop strategies, initiatives and programs to build and sustain a competitive market advantage.
- Apply planning and the execution of advanced marketing strategies.

## **Content**

### **Marketing Concepts**

- Evolution of the Marketing Concept
- Relationship between Marketing and Selling
- Scope of Marketing Management
- Developing the Marketing Mix for Products and Services
- Managing the Marketing Effort

### **Marketing Audit and Planning**

- Understanding the Marketing Environment
- The Various Marketing Analysis Techniques
- The Marketing Audit
- Competitive Analysis
- Customer Analysis
- Marketing Planning (Format, Content)

### **Market Segmentation, Targeting and Positioning**

- Basis of Market Segmentation (B2C)
- Basis of Market Segmentation (B2B)
- Profiling the Segments
- Criteria for Successful Segmentation
- Market Targeting
- Market Positioning
- Steps in Market Segmentation, Targeting and Positioning

### **Marketing Communication and Campaigns**

- Elements of the Communication Process
- Identifying the Goals of the Promotion
- Steps in Creating a Promotional Campaign
- The AIDA Concept
- Advantages and Disadvantages of the Various Media Types



- Media Scheduling
- Evaluating Promotional Campaigns

### **The Product Life Cycle: A Strategic Approach**

- Introducing the Product Life Cycle Concept (PLC)
- The Promotion Mix and Marketing Objectives
- Characteristics of PR, Personal Selling, Advertising and Sales Promotion
- Promotion Mix Strategies Across the PLC
- Push and Pull Strategies

### **The Product Life Cycle: A Strategic Approach**

- Introducing the Product Life Cycle Concept (PLC)
- The Promotion Mix and Marketing Objectives
- Characteristics of PR, Personal Selling, Advertising and Sales Promotion
- Promotion Mix Strategies Across the PLC
- Push and Pull Strategies

### **Marketing Research**

- Marketing Research Defined
- The Marketing Research Process
- Types and Sources of Data
- Questionnaire Design
- Types of Research (Observation, Mystery Shopper, Survey)