



Consulting and Training | Reach New Heights

Course Name

Marketing Management

Sector Name

Sales, Marketing and Customer Service

Document Type

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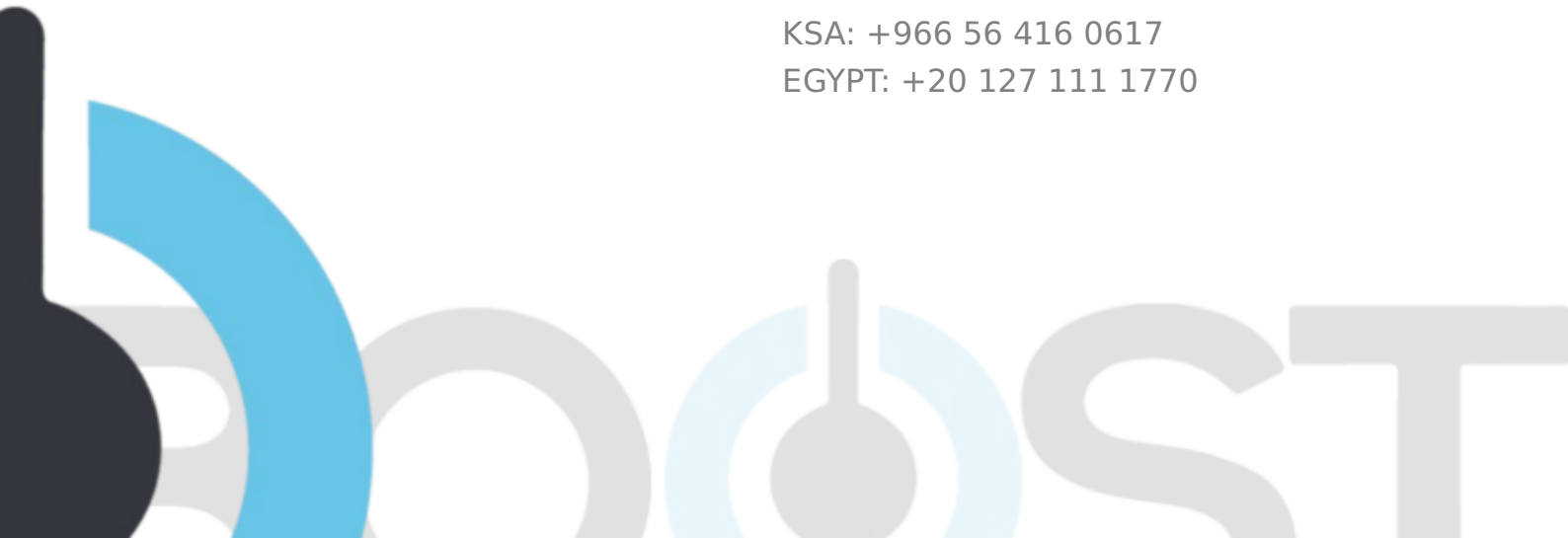
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Marketing Management

Course Introduction

Marketing management is not limited to campaigns and promotions—it is a strategic and managerial function that aligns customer needs, organizational capabilities, and business objectives. Many organizations invest heavily in marketing activities without a clear management framework to ensure consistency, effectiveness, and measurable impact.

Developed by **Boost**, this course focuses on managing the marketing function rather than executing isolated marketing tactics. Participants learn how to plan, organize, coordinate, and control marketing efforts in a structured way that supports growth, brand positioning, and competitive advantage.

Boost's Marketing Management - Intermediate course equips professionals with the managerial mindset and tools required to lead marketing activities with clarity, discipline, and strategic focus

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Target Audience

- ✓ Marketing professionals and coordinators
- ✓ Brand and product management staff
- ✓ Business development and sales support teams
- ✓ Mid-level managers involved in marketing decisions
- ✓ Professionals transitioning into marketing management roles

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Learning Objectives

- ✓ Understand the role of marketing management within the organization
- ✓ Translate business objectives into marketing strategies
- ✓ Manage marketing activities across the marketing mix
- ✓ Analyze markets, customers, and competitors for better decisions
- ✓ Coordinate marketing efforts with other business functions
- ✓ Monitor and evaluate marketing performance effectively

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Marketing Management

Course Outline

✓ DAY 01

Foundations of Marketing Management

Module 1: Understanding Marketing Management

- ✓ Marketing vs. marketing management
- ✓ Role of marketing in organizational success
- ✓ Strategic and operational dimensions of marketing

Module 2: The Marketing Environment

- ✓ Market dynamics and trends
- ✓ Customer behavior and expectations
- ✓ Competitive and industry influences

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Course Outline

✓ Day 02

Market Analysis and Strategic Positioning

Module 3: Market Segmentation and Targeting

- ✓ Identifying and segmenting markets
- ✓ Selecting attractive target segments
- ✓ Aligning targeting with strategy

Module 4: Positioning and Value Proposition

- ✓ Building clear market positioning
- ✓ Differentiation and competitive advantage
- ✓ Communicating value consistently

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Course Outline

✓ Day 03

Managing the Marketing Mix

Module 5: Managing Products and Services

- ✓ Product lifecycle and portfolio thinking
- ✓ Managing value, quality, and differentiation
- ✓ Innovation and adaptation considerations

Module 6: Pricing and Distribution Decisions

- ✓ Pricing objectives and strategies
- ✓ Channels and route-to-market choices
- ✓ Balancing value, cost, and competition

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Course Outline

✓ Day 04

Managing Promotion and Brand Communication

Module 7: Integrated Marketing Communication

- ✓ Managing promotional activities coherently
- ✓ Aligning messaging across channels
- ✓ Supporting brand consistency

Module 8: Brand Management and Customer Experience

- ✓ Brand identity and perception
- ✓ Managing touchpoints and experiences
- ✓ Protecting and strengthening brand equity

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Course Outline

✓ Day 05

Marketing Performance and Control

Module 9: Marketing Planning and Coordination

- ✓ Developing actionable marketing plans
- ✓ Coordinating with sales, operations, and finance
- ✓ Managing resources and priorities

Module 10: Measuring and Improving Marketing Performance

- ✓ Marketing KPIs and performance indicators
- ✓ Monitoring effectiveness and ROI
- ✓ Continuous improvement in marketing management

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Feb. 1, 2027	Feb. 5, 2027	5 days	4950.00 \$	England , London
July 12, 2027	July 16, 2027	5 days	4250.00 \$	UAE , Abu Dhabi
Dec. 21, 2026	Dec. 25, 2026	5 days	4250.00 \$	UAE , Dubai
April 12, 2027	April 16, 2027	5 days	4250.00 \$	UAE , Abu Dhabi

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