



Consulting and Training | Reach New Heights

Course Name

Sales and Marketing Management Mini MBA

Sector Name

Sales, Marketing and Customer Service

Document Type

Generated by Boostlab

[Click Here To Visit Course](#)

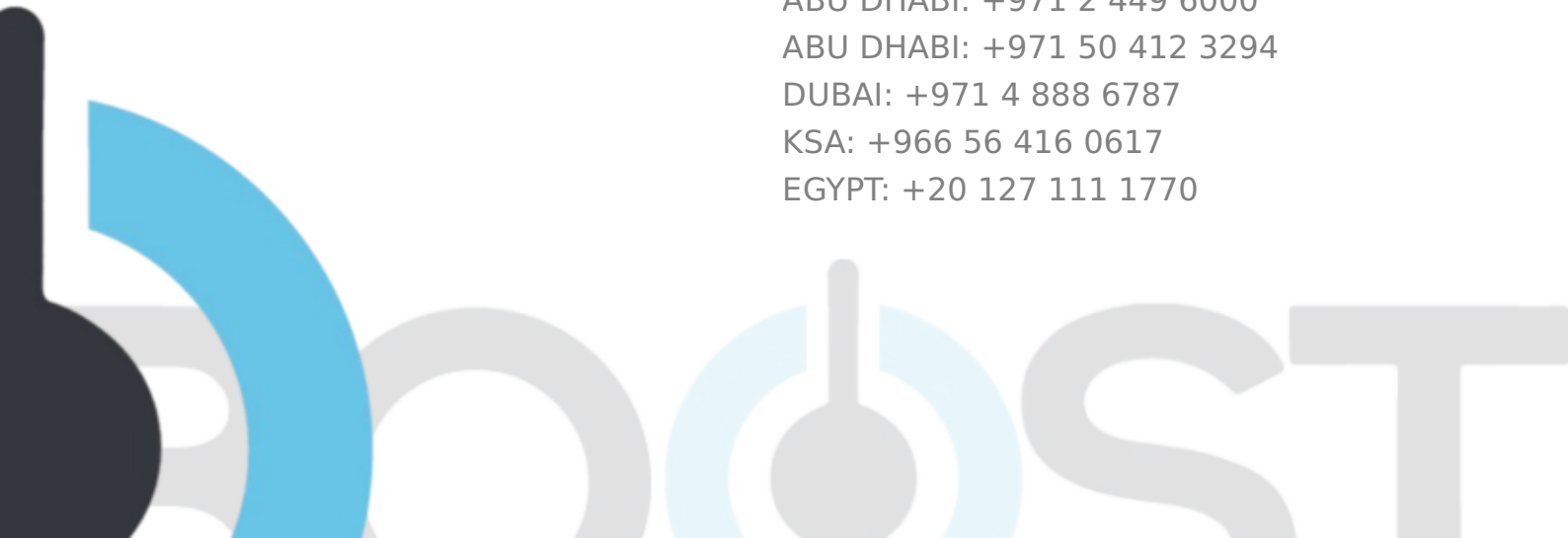
ABU DHABI: +971 2 449 6000

ABU DHABI: +971 50 412 3294

DUBAI: +971 4 888 6787

KSA: +966 56 416 0617

EGYPT: +20 127 111 1770



Sales and Marketing Management Mini MBA

Course Introduction

Sales and Marketing Management Mini MBA

The Sales and Marketing Management Mini MBA is an intensive and highly practical program designed for professionals who aspire to master the core disciplines of sales leadership, marketing strategy, customer engagement, and business growth.

In today's fast-evolving and competitive marketplace, success demands more than technical skills — it requires strategic thinking, market insight, digital fluency, and the ability to build strong, lasting relationships with customers. This Mini MBA provides a condensed yet powerful experience that mirrors the strategic frameworks taught in traditional MBA programs but focuses specifically on real-world sales and marketing challenges.

Participants will gain a holistic understanding of key marketing and sales management concepts, learn how to develop high-performing strategies, lead effective teams, manage customer journeys, and drive sustainable growth. Through a combination of business case studies, real-world simulations, and practical workshops, participants will leave equipped to make high-level decisions that significantly impact organizational success.

ABU DHABI: +971 2 449 6000
ABU DHABI: +971 50 412 3294
DUBAI: +971 4 888 6787
KSA: +966 56 416 0617
EGYPT: +20 127 111 1770

[Click Here To Visit Course](#)

BOOST

Sales and Marketing Management Mini MBA

Target Audience

- ✓ Sales Managers, Marketing Managers, and Business Development Professionals
- ✓ Mid-level Executives preparing for senior leadership roles
- ✓ Product Managers, Brand Managers, and Market Analysts
- ✓ Customer Relationship and Key Account Managers
- ✓ Any professional involved in sales, marketing, or commercial functions who seeks a strategic upgrade of their skills

ABU DHABI: +971 2 449 6000

ABU DHABI: +971 50 412 3294

DUBAI: +971 4 888 6787

KSA: +966 56 416 0617

EGYPT: +20 127 111 1770

[Click Here To Visit Course](#)



Sales and Marketing Management Mini MBA

Learning Objectives

- ✓ Develop strategic sales and marketing plans aligned with business goals.
- ✓ Understand and influence customer behaviour through data-driven insights.
- ✓ Build, manage, and lead high-performance sales and marketing teams.
- ✓ Create and position strong brands in competitive markets.
- ✓ Implement integrated digital and traditional marketing strategies.
- ✓ Manage key customer relationships and negotiation processes effectively.
- ✓ Utilize marketing analytics and KPIs for continuous improvement and performance tracking.
- ✓ Apply global best practices in sales management, customer retention, and market expansion.

ABU DHABI: +971 2 449 6000

ABU DHABI: +971 50 412 3294

DUBAI: +971 4 888 6787

KSA: +966 56 416 0617

EGYPT: +20 127 111 1770

[Click Here To Visit Course](#)



Sales and Marketing Management Mini MBA

Course Outline

✓ DAY 01

Module 1: Strategic Sales and Marketing Management

- ✓ The strategic role of marketing and sales in business growth
- ✓ Market segmentation, targeting, and positioning strategies
- ✓ Sales and marketing integration: aligning efforts for maximum impact

ABU DHABI: +971 2 449 6000
ABU DHABI: +971 50 412 3294
DUBAI: +971 4 888 6787
KSA: +966 56 416 0617
EGYPT: +20 127 111 1770

[Click Here To visit Course](#)



Sales and Marketing Management Mini MBA

Course Outline

✓ Day 02

Module 2: Consumer Behaviour and Market Research

- ✓ Understanding buying behavior in B2B and B2C markets
- ✓ Conducting effective market research and competitive intelligence
- ✓ Turning market insights into actionable strategies

ABU DHABI: +971 2 449 6000

ABU DHABI: +971 50 412 3294

DUBAI: +971 4 888 6787

KSA: +966 56 416 0617

EGYPT: +20 127 111 1770

[Click Here To visit Course](#)



Sales and Marketing Management Mini MBA

Course Outline

✓ Day 03

Module 3: Sales Leadership and Performance Management

- ✓ Designing sales structures and compensation models
- ✓ Building and managing high-performing sales teams
- ✓ CRM strategies and sales funnel optimization

ABU DHABI: +971 2 449 6000

ABU DHABI: +971 50 412 3294

DUBAI: +971 4 888 6787

KSA: +966 56 416 0617

EGYPT: +20 127 111 1770

[Click Here To visit Course](#)



Sales and Marketing Management Mini MBA

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Jan. 31, 2027	Feb. 2, 2027	3 days	3250.00 \$	Qatar , Doha
May 10, 2027	May 12, 2027	3 days	4950.00 \$	switzerland , Geneva
Sept. 28, 2026	Sept. 30, 2026	3 days	3250.00 \$	UAE , Dubai
Dec. 14, 2026	Dec. 16, 2026	3 days	3250.00 \$	UAE , Abu Dhabi

ABU DHABI: +971 2 449 6000
ABU DHABI: +971 50 412 3294
DUBAI: +971 4 888 6787
KSA: +966 56 416 0617
EGYPT: +20 127 111 1770

[Click Here To vist Course](#)

info@boostuae.com info@boostorg.com

Generated by BoostLab •

