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Course Name

Sales and Marketing Management Mini MBA

Sector Name

Sales, Marketing and Customer Service

Document Type

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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.

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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

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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.

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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

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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

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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

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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
Oct. 4, 2027	Oct. 6, 2027	3 days	3250.00 $	UAE , Dubai
Dec. 14, 2026	Dec. 16, 2026	3 days	3250.00 $	UAE , Abu Dhabi

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