



Consulting and Training | Reach New Heights

Course Name

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Sector Name

Sales, Marketing and Customer Service

Document Type

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Course Introduction

In today's business, the role of marketing in organizations is too vital to be overlooked. Small to high-profile organizations compete for the same market, and those with the most effective marketing strategies are able to reach a larger volume of clients and customers.

This created the reality for small organizations that marketing is an essential part of surviving in the business. wise marketing efforts coupled with financial operations, among other functions, within their structure.

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Target Audience

- ✓ Sales Executives
- ✓ Business Development Executives
- ✓ Sales / Marketing Managers
- ✓ Account Managers / Relationship Managers
- ✓ Sales Directors
- ✓ Teachers / Trainers
- ✓ Leaders
- ✓ Students
- ✓ Head of Department
- ✓ Art Directors
- ✓ HR professional
- ✓ Career shifters
- ✓ Business Owners / Entrepreneurs
- ✓ Social Media Specialist
- ✓ SEO Specialist
- ✓ Customer Service Officers

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Learning Objectives

- ✓ Gain an understanding of the marketing framework of a business organization.
- ✓ Develop a cohesive strategy for the organization, interconnected with the goals of the business and the environment in which it operates.
- ✓ Conduct marketing audits and analyses to better examine the micro and macro environments.
- ✓ Identify and utilize best practices, tools, and models to implement an effective marketing and sales management system.
- ✓ Apply planning and the execution of advanced marketing strategies to enhance organizational results.

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Course Outline

✓ **01 Day One**

Introduction to Marketing

- ✓ Marketing concepts
- ✓ Marketing management defined
- ✓ Evolution of the marketing concept
- ✓ Differences between marketing and selling
- ✓ Scope of marketing management
- ✓ Setting the scene: the marketing mix
- ✓ Using the 4Ps marketing mix model

Marketing in the modern business world

- ✓ Differences between marketing and selling
- ✓ Key Marketing concepts you must be aware of
- ✓ Understanding Your Customer
- ✓ Needs, Wants, and Demand
- ✓ Buyer Persona
- ✓ Customer Journey Map

Branding

- ✓ The meaning of a brand
- ✓ Brand identity

✓ Brand personality

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Course Outline

✓ 02 Day Two

Marketing audit and planning

- ✓ Understanding the marketing environment
- ✓ Various marketing analysis techniques
- ✓ 'PEDSTLE' analysis
- ✓ 'SWOT' analysis
- ✓ The five forces model (M. Porter)
- ✓ Customer analysis
- ✓ Competitive analysis
- ✓ The marketing audit
- ✓ Marketing planning

Market Segmentation, Targeting, Positioning, and Key Aspects of Marketing Mix

- ✓ The basis of market segmentation for B2C & B2B
- ✓ Steps in market segmentation, targeting, and positioning under the 4P
- ✓ Market targeting & positioning based on the data you acquired
- ✓ Developing high-quality hypotheses if data is missing

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Course Outline

✓ 03 Day Three

Implementing an Effective Marketing: Best Practices, Tools, and Models

- ✓ Curate Remarkable Content
- ✓ Creating Informational Videos
- ✓ Social Media Groups and Online Forums
- ✓ Compelling Marketing Emails
- ✓ Marketing Communication and Campaigns
- ✓ Elements of the communication process
- ✓ Steps in creating a promotional campaign
- ✓ The goals and tasks of promotion
- ✓ The 'AIDA' concept
- ✓ Setting the advertising budget
- ✓ The various media types
- ✓ Media scheduling
- ✓ Evaluating promotional campaigns

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Course Outline

✓ 04 Day Four

The Product Life Cycle (PLC): A Strategic Approach

- ✓ The PLC concept
- ✓ Marketing strategies for PLC
- ✓ The promotion mix and marketing objectives
- ✓ Characteristics promotion mix elements
- ✓ Promotion mix strategies across the PLC
- ✓ Push and pull strategies

Analytics - If You Can't Measure It—It Doesn't Exist

- ✓ Metrics you must track and measure
- ✓ Best tools for measurement that the top companies use
- ✓ Interpreting the data and leveraging the insights you might get from it

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Course Outline

✓ 05 Day Five

Implementation and Development of Marketing Plan and Budgeting

- ✓ Determining a perfect marketing budget for your company
- ✓ The increase of ROI - the interactive data and its professional analysis
- ✓ Setting the Plan - step-by-step instructions to create a great marketing plan
- ✓ Implementation of marketing campaigns according to the Marketing Plan
- ✓ Marketing Research
- ✓ Marketing research defined
- ✓ The marketing research process
- ✓ Secondary and primary data
- ✓ Questionnaire design
- ✓ Forms of survey research

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Nov. 23, 2026	Nov. 27, 2026	5 days	4250.00 \$	UAE , Dubai
Aug. 31, 2026	Sept. 4, 2026	5 days	4250.00 \$	UAE , Dubai
March 15, 2027	March 19, 2027	5 days	5950.00 \$	USA , Texas
June 7, 2026	June 11, 2026	5 days	4250.00 \$	KSA , Jeddah

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