



Certified Marketing Professional



24 March 2025 - 2025 A



Singapore

Certified Marketing Professional

course code: R5019 From: 24 March 2025 - 2025 April 4 Venue: Singapore - course Fees: 8250 Euro

Program Objectives:

By the end of the program, participants will be able to:

- Understand the marketing framework of a business organization.
- Focus on best practices, tools and models to implement an effective marketing and sales management system.
- Emphasize planning and executing advanced marketing strategies.
- Develop strategies, initiatives and programs to build and sustain a competitive market advantage.

This Program is designed for:

Marketing staff and executives wishing 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. This program is worth 25 NASBA CPEs.

Program Outline:

Marketing Concepts

- Evolution of the Marketing Concept
- Relationship between Marketing and Selling
- Scope of Marketing Management - Analyzing Opportunities, Selecting Target Segments, Developing Market Mix, Managing the Marketing Effort

Marketing Strategy and Planning

- Types of Marketing Strategies
- The Marketing Audit
- Competitive Analysis(PESTLE, PORTER, SWOT, TOWS)
- Marketing Plans and Planning

Advertising and Distribution

- Understanding the Communication Process
- Major Advertising Decisions, AIDA and the Buyer-Readiness Stages, Types of

Managing Product Life Cycles

- Introducing the Product Life Cycle Concept (PLC)
- Product and Promotion Mix Strategies Across the Stages of the PLC
- Analysis of a Relative Market Share Matrix

Market Segmentation

- Basis of Market Segmentation
- Positioning and Targeting for Results
- Tips for Successful Segmentation

Marketing Research

- Marketing Research Defined
- The Marketing Research Process
- Types and Sources of Data
- Designing, Analyzing, Interpreting, and Reporting the Research Findings

- Media Research and Selection, Copy
Illustration and Message Design
- The Sales Promotion Mix; Push versus Pull Strategies
 - Physical Distribution and Channels of Distribution; Emerging Trends of Direct Marketing