



أكاديمية الزمالة العربية البريطانية
Arab British Academy Fellowship
A.B.A.F





Certified Marketing Professional



Why Attend

With competition increasing every day and the mounting pressures that characterize tough economic times, you need proven marketing techniques to generate demand for your products and services. The Certified Marketing Professional training course offers a variety of important marketing concepts that will give you solid knowledge about conventional marketing topics such as marketing planning, marketing audit, marketing communications, and marketing research. It is a must for professionals who would like to explore marketing arenas for the first time or wish to refresh their marketing know-how.

Course Methodology

In addition to the classical concepts the course offers, the 'Certified Marketing Professional' course employs a wide array of case studies, templates, and Excel sheets to help participants acquire the right marketing competencies and apply them in a seamless and professional manner.

Course Objectives

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

- Define the marketing framework of a business organization
- Conduct marketing audits and analysis to better examine the micro and macro environments
- Combine best practices, tools and models to implement an effective marketing and sales management system
- Develop strategies, initiatives and programs to build and sustain a competitive market advantage
- Apply planning and the execution of advanced marketing strategies to enhance organizational results



Target Audience

The training course will be of interest to a wide range of marketing, PR, communications, sales and operations professionals. It is of special value to marketing managers in firms, businesses, organizations and institutions of all sizes and in all sectors.

Target Competencies

- Marketing planning
- Marketing audits
- Macro and micro environments analysis
- Marketing communications
- Marketing research



- 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 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 and positioning
 - Market segmentation defined
 - Basis of market segmentation (B2C)
 - Basis of market segmentation (B2B)
 - Criteria for successful segmentation
 - Market targeting
 - Market positioning
 - Steps in market segmentation, targeting and positioning
- 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
- 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
- Marketing research
 - Marketing research defined
 - The marketing research process
 - Secondary and primary data
 - Questionnaire design
 - Forms of survey research



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