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## **Course Name: Marketing Skills**

### **Synopsis**

Welcome to our comprehensive 2-day Marketing Skills training program designed specifically for corporate professionals. In today's fast-paced and competitive business environment, effective marketing is crucial for the success and growth of any organization. This training program aims to equip you with the knowledge and skills necessary to develop and implement effective marketing strategies that align with your company's goals.

### **What You Will Learn**

Upon completion of this training program, participants will have:

- **Enhanced Marketing Knowledge:** A thorough understanding of marketing principles and practices relevant to the corporate environment.
- **Practical Skills:** Hands-on experience in developing and executing marketing strategies and campaigns.
- **Strategic Insight:** The ability to align marketing initiatives with business objectives and adapt to market trends.
- **Analytical Capabilities:** Skills to measure and analyze marketing performance, enabling continuous improvement.
- **Creative Confidence:** The ability to create compelling content and brand messages that resonate with target audiences.
- **Integrated Approach:** Knowledge of how to integrate various marketing channels to deliver a consistent and effective message.
- **Sales Competence:** Enhanced skills in personal selling and sales promotion to drive business growth.

**This training program will not only provide you with the tools and techniques needed for effective marketing but also empower you to become a more strategic and impactful marketer in your organization.**

## Who Should Attend

- Marketing Managers and Executives
- Sales Managers and Representatives
- Product Managers

## Prerequisite

N/A

## Course Methodology

- **Lectures:** Engaging presentations will introduce key concepts and theories, providing a solid foundation for understanding.
- **Case Studies:** Real-life case studies and examples will be used to illustrate how marketing concepts are applied in practice, encouraging critical thinking and problem-solving.
- **Group Discussions:** Participants will engage in group discussions to share insights and perspectives, fostering a collaborative learning environment.
- **Interactive Exercises:** Hands-on exercises and activities will be conducted to reinforce learning and allow participants to apply newly acquired knowledge.
- **Video Presentations:** Short video clips will be used to illustrate key concepts and provide additional learning opportunities.
- **Q&A Sessions:** Regular Q&A sessions will be held to clarify doubts and ensure understanding of the material.

- **Workshops:** Practical workshops will allow participants to work on real marketing challenges faced by their organizations, applying the skills learned during the training.
- **Feedback and Reflection:** Regular feedback sessions will provide participants with the opportunity to reflect on their learning and identify areas for improvement.
- **Post-Training Support:** Participants will have access to post-training resources and support to help them implement their newly acquired skills in their workplace.

## Course Duration

2 day(s) - 9am - 5pm

## Course Structure

### *Session 1: Registration and Welcome*

- Registration of participants
- Welcome remarks and introduction to the training program

### *Session 2: Introduction to Marketing*

- Overview of marketing concepts
- The importance of marketing in corporate strategy
- Marketing mix (4 Ps)
- Case studies and examples
- Interactive Q&A

### Session 3: Market Research and Analysis

- Understanding market research
- Techniques for collecting and analyzing market data
- Identifying target audiences
- Practical exercises on market research

### Session 4: Consumer Behavior

- Factors influencing consumer behavior
- Psychological and social aspects
- Customer journey mapping
- Group discussions and case studies

### Session 5: Branding and Positioning

- Building a strong brand identity
- Brand positioning strategies
- Case studies on successful branding
- Interactive branding exercises

### Session 6: Marketing Strategy and Planning

- Developing a comprehensive marketing plan
- Aligning marketing strategy with business goals
- Practical planning exercises

### Session 7: Metrics and Analytics

- Key performance indicators (KPIs) in marketing
- Tools for tracking and analyzing marketing performance
- Interpreting data to inform strategy
- Hands-on analytics exercises

### Session 8: Integrated Marketing Communications (IMC)

- Coordinating various marketing channels
- Ensuring a consistent brand message
- Case studies on successful IMC campaigns
- Group activities on IMC planning

### Session 9: Personal Selling and Sales Promotion

- Techniques for effective personal selling
- Designing and implementing sales promotions
- Role-playing exercises and case studies

### Session 10: Final Wrap-up and Certification

- Summary of key takeaways
- Final Q&A session
- Distribution of certificates
- Feedback collection and closing remarks