



CERTIFIED MARKETING MANAGER

Course	Marketing Management
Instructor	Certified American Academy Instructor
Descriptions	In this comprehensive and practical marketing management, participants improve their ability to make effective marketing decisions, including assessing marketing opportunities and developing marketing strategies and implementation plans. Course topics include market-oriented strategic planning, marketing research and information systems, buyer behavior, target market selection, competitive positioning, product and service planning and management, pricing, distribution, and integrated communications, including advertising, public relations, Internet marketing, social media, direct marketing, and sales promotions. Through a combination of interactive discussions, cases, practical examples, individual assignments, and a group project, the course applies marketing topics to consumer and business-to-business products, services, and nonprofit organizations. Students gain significant experience in communicating and defending their marketing recommendations and building on the ideas of others. This course provides a comprehensive introduction to marketing research, and discusses key concepts, processes, and techniques, as well as their applications. Participants gain an appreciation for the breadth and depth of the subject and its significance for a business enterprise, whether a start-up or an established company. Besides an overview of marketing research, the course covers research design, including qualitative and quantitative data, and quantitative methods used for analyzing research data to make decisions. This marketing course is intended for participants who want to increase their knowledge of aspects that affect consumer behavior, and of theories and methods for advanced analysis
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	of consumer markets. The final modules of this course focus on advanced market analysis and development of decision making skills. The AAPM[®] certification process, administered by GAFM Board, identifies to the public that those individuals who have been authorized to use the AAPM[®] certification marks in the globe have met rigorous professional standards and have agreed to adhere to the principles of integrity, objectivity, competence, fairness, confidentiality, professionalism and diligence when dealing with clients. The course is enriched with actual appraisal case studies which are aimed toward the enhancement of participants knowledge and the appraisal processes insights, and capability to cope with professional certification.
Durations	3 Days
Objectives	Upon completion of this course will be able to: • Gain solid understanding of key marketing concepts and skills • Perform situation analysis to assess market opportunities • Gather, analyze, and draw conclusions from market and environmental data • Develop marketing strategies (Segmentation, targeting, and positioning) to achieve company's objectives. • Use the 4 P's frame (Product, Place, Price, and Promotion) to help define the marketing elements needed for a successful product offering. • Build an effective marketing plan to promote a company's product and/or service. • Make strategic recommendations and persuasively communicate your recommendations and rationale
Target Audience	Professional in Marketing Management
Duration	3 Days
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Course Descriptions

Module 1: Marketing Strategy

In this module, you will learn to define "marketing." We will explore consumer needs and see how marketing plays a role in value creation through researching and satisfying of these customer needs.

Module 2: Segmentation Targeting Positioning

An important element of the marketing process is the value creation stage. Value creation begins with the process of STP. In this module, you will learn about segmentation, targeting, and positioning and what it accomplishes in the value creation stage.

Module 3: Branding

Effective branding strategy allows companies to distinguish themselves from their competitors in the market. In this module, we will learn how to build a strong brand, explore how brand equity affects profitability, and understand how strong brands can leverage their equity to create successful extensions.

Module 4: Product Strategy

Behind every successful brand is a strong product and effective product strategy. Products can be of different types and have different levels. Companies must make appropriate decisions regarding the product mix. This module will provide you with insights into all of these concepts and also introduce the different stages of the product life cycle.

Case Studies

Case-based discussions will be conducted with topics related to the subjects of training. Exam exercises and questions evaluation.