



Sales, Marketing and Customer Service

Certificate in Strategic Marketing and Business Analytics

Course Introduction

In today's fast-evolving business landscape, organizations face continuous challenges from emerging competitors, shifting consumer preferences, and technological advancements. To thrive, businesses must adopt data-driven marketing strategies while navigating an environment marked by inflation, rising operational costs, and fluctuating customer demands. Strategic marketing, combined with effective business analytics, equips General Managers, Marketing, and Finance professionals with the insights and tools necessary to drive sustainable growth, enhance customer engagement, and optimize resource allocation.

Benefits of Attending

- A comprehensive program focused on strategic marketing and its integration with business analytics.
- Key frameworks and tools necessary for developing impactful marketing strategies and measuring their effectiveness.
- Practical applications of business analytics to interpret data, assess marketing performance, and enhance decision-making.
- Real-world financial principles associated with marketing investments, presented in an accessible and easy-to-understand manner.

Target Audience

- General Managers seeking to enhance their marketing and data analysis skills.
- Marketing Directors and Managers responsible for strategic planning and campaign performance.
- Business Analysts looking to integrate marketing data into broader business analytics.
- Finance Managers involved in marketing budgeting and financial performance analysis.
- Entrepreneurs who want to better understand the strategic role of marketing in business growth.

- Professionals in roles involving customer insights, marketing analytics, and performance management.

Learning Objectives

At the end of the training course, participants will be able to

- Develop strategic marketing plans grounded in data analytics to drive business growth.
- Utilize business analytics tools to measure and assess marketing performance and ROI.
- Understand and apply financial data to marketing decisions to optimize resource allocation.
- Build marketing strategies that align with long-term business objectives and customer needs.
- Analyse market trends and competitor data to refine marketing initiatives.
- Leverage data-driven insights for better customer segmentation and targeting.

Course Outline

• 01 DAY ONE

Introduction to Strategic Marketing and Business Analytics

- Overview of Strategic Marketing in the modern business context.
- Key concepts of Business Analytics and its role in marketing.
- Aligning marketing strategy with business goals.
- Case studies on successful data-driven marketing strategies.

• 02 DAY TWO

Market Research and Data Collection

- Techniques for market research and competitor analysis.
- Data sources: customer data, market trends, and business performance metrics.
- Methods for collecting and analysing marketing data.
- Hands-on exercise: Conducting a competitor analysis using real-world data.



• 03 DAY THREE

Marketing Performance Metrics and Analytics Tools

- Key marketing metrics: CAC, LTV, ROI, and conversion rates.
 - Introduction to business analytics tools (Google Analytics, CRM systems, etc.).
 - Analysing campaign performance and customer behaviour.
 - Practical session: Using analytics tools to track marketing effectiveness.
- **04 DAY Four**

Financial Implications of Marketing Decisions

- Understanding marketing budgets and their impact on financial health.
 - Analysing marketing investments and their ROI.
 - Managing marketing expenses to align with overall business profitability.
 - Case study: Analysing the financial outcomes of different marketing strategies.
- **05 DAY FIVE**

Developing a Strategic Marketing Plan with Analytics

- Integrating business analytics into the marketing planning process.
- Crafting long-term marketing strategies based on data insights.
- Building customer segmentation and targeting strategies using data.
- Final group project: Developing a strategic marketing plan using the tools and techniques learned throughout the course.

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
April 21, 2025	April 25, 2025	5 days	4950.00 \$	Austria - Vienna
Sept. 14, 2025	Sept. 18, 2025	5 days	4250.00 \$	Qatar - El Doha
Dec. 1, 2025	Dec. 5, 2025	5 days	4250.00 \$	UAE - Dubai