



Sales, Marketing and Customer Service

Certified marketing professional

Course Introduction

In today's business, the role of marketing in organizations is too vital to be overlooked. Small to high-profile organizations compete for the same market and those with the most effective marketing strategies are able to reach a larger volume of clients and customers. This created the reality for small organizations that marketing is an essential part of surviving in the business. wise marketing efforts coupled with financial operational among other functions within their structure.

Target Audience

- Sales Executives
- Business Development Executives
- Sales / Marketing Managers
- Account Managers / Relationship Managers
- Sales Directors
- Teachers / Trainers
- Leaders
- Students
- Head of Department
- Art Directors
- HR professional
- Career shifters
- Business Owners / Entrepreneurs
- Social Media Specialist
- SEO Specialist
- Customer Service Officers

Learning Objectives

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

- Gain an understanding of the marketing framework of a business organization.
- Develop a cohesive strategy for the organization, interconnected with the goals of the business and the environment in which it operates.
- Conduct marketing audits and analyses to better examine the micro and macro environments.
- Identify and utilize best practices, tools, and models to implement an effective marketing and sales management system.
- Apply planning and the execution of advanced marketing strategies to enhance organizational results.

Course Outline

• 01 Day One

Introduction to Marketing

- 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 in the modern business world

- Differences between marketing and selling
- Key Marketing concepts you must be aware of
- Understanding Your Customer
- Needs, Wants, and Demand
- Buyer Persona
- Customer Journey Map

Branding

- The meaning of a brand
- Brand identity
- Brand personality

• 02 Day Two

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, Positioning and Key Aspects of Marketing Mix

- The basis of market segmentation for B2C & B2B
- Steps in market segmentation, targeting and positioning under 4P
- Market targeting & positioning based on data you acquired
- Developing high-quality hypotheses if data is missing

• 03 Day Three

Implementing an Effective Marketing: Best Practices, Tools and Models

- Curate Remarkable Content
- Creating Informational Videos
- Social Media Groups and Online Forums
- Compelling Marketing Emails
- 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
- **04 Day Four**

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

Analytics - If You Can't Measure It—It Doesn't Exist

- Metrics you must track and measure
- Best tools for measurement that the top companies use
- Interpreting the data and leveraging the insights you might get from it

• **05 Day Five**

Implementation and Development of Marketing Plan and Budgeting

- Determining a perfect marketing budget for your company
- The increase of ROI – the interactive data and its professional analysis
- Setting the Plan – step-by-step instruction to create a great marketing plan
- Implementation of marketing campaigns according to Marketing Plan
- Marketing Research
- Marketing research defined
- The marketing research process
- Secondary and primary data
- Questionnaire design
- Forms of survey research

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
May 25, 2025	May 29, 2025	5 days	4250.00 \$	KSA - Jeddah

FROM	TO	DURATION	FEES	LOCATION
Aug. 25, 2025	Aug. 29, 2025	5 days	4950.00 \$	Singapore - Singapore
Nov. 17, 2025	Nov. 21, 2025	5 days	4250.00 \$	UAE - Dubai