

MARKETING STRATEGY



STRATEGY



VISITORS



Certified Marketing Professional



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Meirc
Training & Consulting

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

Course Outline

- 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



Associations

Institute of Sales Management (ISM) : Meirc is a recognized center and an endorsed training partner for the Institute of Sales Management (ISM*). This endorsement is a badge of recognition for the high quality sales and marketing training courses offered by Meirc Training & Consulting. Upon successfully completing any of these courses, participants will be awarded an ISM Certificate in addition to the certificate they receive from Meirc Training & Consulting.



* **ISM** is the UK's largest professional body for salespeople and is the authoritative voice of selling and the custodian of sales standards, ethics and best practice. The core mission of the ISM is to promote standards of excellence in sales and sales management and enhance the prestige, integrity and profile of the sales profession as a whole and to inspire sales and marketing personnel to greater heights of achievement. ISM qualifications are vocationally-related, globally-recognized and are overseen by the UK government's regulator Ofqual so you can be sure they meet the highest standards.

Meirc Professional Certificate (MPC)

MPC certified courses by Meirc Training & Consulting are designed for those willing to challenge themselves and go the extra distance. Participants who fully attend an MPC course and successfully complete the test on the last day, will receive a Meirc Professional Certificate (MPC), in addition to the one they receive for full attendance. MPC certificates are regionally recognized and can be quite valuable when applying for more senior roles within the organization or outside.



Location & Date

4 - 8 Aug, 2019	Arabic	Dubai	JW Marriott Marquis
1 - 5 Dec, 2019	English	Dubai	Double Tree Hilton – Business Bay Hotel

Fees: US\$ (including coffee breaks and a buffet lunch daily)

Per participant - 2019 US\$ 5100

Fees + VAT as applicable

UAE Tax Registration Number 100239834300003

This course is also endorsed by the Institute of Sales Management (ISM).

Courses in Marketing and Sales

Dates	Course Name	Language	Location	Fees
9 - 13 Jun, 2019	Sales Professional Certificate	Arabic	Dubai	US\$ 5100
12 - 14 Jun, 2019	Strategic Account Management: Roles and Best Practices	English	Beirut	US\$ 3600
23 - 27 Jun, 2019	The Strategic Marketing Plan	English	Dubai	US\$ 4800
28 Jul - 1 Aug, 2019	Advanced Digital Marketing PLUS	English	Dubai	US\$ 4800
25 - 29 Aug, 2019	Core Marketing and Sales Skills for Business Professionals	English	Dubai	US\$ 4800
8 - 12 Sep, 2019	Certified Business Development Professional	English	Riyadh	US\$ 5100
15 - 19 Sep, 2019	Sales Professional Certificate	English	Dubai	US\$ 5100
6 - 10 Oct, 2019	The Strategic Marketing Plan	English	Dubai	US\$ 4800
13 - 17 Oct, 2019	Certified Sales Manager	English	Dubai	US\$ 5100
20 - 24 Oct, 2019	Certified Brand Manager	English	Dubai	US\$ 5100
3 - 7 Nov, 2019	Certified Business Development Professional	English	Dubai	US\$ 5100
10 - 14 Nov, 2019	Sales Professional Certificate	Arabic	Dubai	US\$ 5100
17 - 21 Nov, 2019	Marketing Communications and Media Planning Workshop	English	Dubai	US\$ 4800
24 - 28 Nov, 2019	Digital Marketing Hands-on Masterclass	English	Dubai	US\$ 4800
8 - 12 Dec, 2019	Advanced Digital Marketing PLUS	English	Dubai	US\$ 4800
8 - 12 Dec, 2019	Strategic Account Management	English	Dubai	US\$ 4800



Meirc Timeline

