



# دورة مدير التسويق المحترف : اتقن أحدث الاتجاهات في إدارة التسويق

## دورة هدير التسويق الرحترف : اتقن أحدث الاتجاهات في إدارة التسويق

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### Marketing Management Course Overview:

Dive into the world of "Marketing Management", a cutting-edge marketing course designed for the modern marketing professional. This marketing management course combines insights into marketing & sales strategy, data analytics, branding, and customer relationship management. With a comprehensive view of marketing sales techniques, it provides a unique opportunity for marketing professionals to enhance their skills and achieve a certified marketing professional level of expertise.

### Target Audience:

- Sales Managers
- Marketing Managers
- Business Development Executives
- Brand Managers
- Product Managers

Any individuals interested in acquiring a marketing professional certificate will benefit from this training on marketing.

### Targeted Organizational Departments:

- Marketing
- Sales
- Business Development
- Customer Relations
- Brand Management

These departments can enrich their strategies with the principles taught in this marketing management course.

## Targeted Industries:

- Retail
- E-commerce
- Advertising Agencies
- Manufacturing
- Any business that uses or is considering implementing sales and marketing courses in its strategies.

## Course Offerings:

Participants will be able to:

- Understand the role and function of marketing in modern businesses
- Develop comprehensive marketing strategies
- Use data to inform marketing decisions
- Build strong brand equity
- Foster customer loyalty
- Understand global marketing dynamics
- Manage a holistic marketing organization for long-term success

## Training Methodology:

Our training methodology is designed to offer a balanced mix of theory and practical understanding. Participants engage with course materials through case studies, group work, and interactive sessions that offer real-world context to marketing sales concepts. Each session concludes with a reflection & review session, encouraging participants to consolidate their learnings and receive feedback from experts.

## Course Toolbox:

Participants will be provided with:

- A comprehensive course workbook
- Case study materials
- Access to a suite of digital marketing tools
- Templates and checklists for developing marketing strategies
- Reading materials for further learning

## Course Agenda:

### Day 1: Understanding Marketing Management and Developing Strategies

- Topic 1: Understanding Marketing Management: Learn what is sales and marketing and how these aspects intertwine in our daily operations.
- Topic 2: Defining Marketing for the 21st Century: Explore how the digital age has changed marketing sales practices.
- Topic 3: Developing Marketing Strategies and Plans: Equip yourself with the skills to develop comprehensive marketing plans.
- Reflection & Review: Reflect on the day's learnings about marketing management course concepts and review key points.

### Day 2: Capturing Marketing Insights and Connecting with Customers

- Topic 1: Collecting Information and Forecasting Demand: Understand the importance of data in the marketing business course and how it informs strategic decisions.
- Topic 2: Conducting Marketing Research: Understand how to conduct marketing research to inform your strategies and sales tactics.
- Topic 3: Creating Long-term Loyalty Relationships: Learn how to foster long-lasting relationships with customers, boosting sales and brand loyalty.
- Reflection & Review: Reflect on how the training on marketing insights can help in strategic decision making and review key points.

### Day 3: Building Strong Brands and Shaping Market Offerings

- Topic 1: Creating Brand Equity: Understand how to create and leverage brand equity, a crucial aspect of sales and marketing courses.
- Topic 2: Crafting the Brand Positioning: Get hands-on training marketing brand positioning strategies to stand out from the competition.
- Topic 3: Setting Product Strategy: Learn to set a comprehensive product strategy in line with your marketing goals.
- Reflection & Review: Reflect on how building strong brands and shaping market offerings can boost your marketing sales efforts and review key points.

### Day 4: Delivering Value and Communicating Value

- Topic 1: Designing and Managing Integrated Marketing Channels: Learn how to design and manage multi channel marketing strategies.
- Topic 2: Managing Retailing, Wholesaling, and Logistics: Learn the principles of managing various aspects of the retail chain in this marketing class.
- Topic 3: Designing and Managing Integrated Marketing Communications: Develop skills to create and manage effective marketing communications.
- Reflection & Review: Reflect on the importance of delivering and communicating value through effective sales and marketing training and review key points.

### Day 5: Creating Successful Long-term Growth

- Topic 1: Introducing New Market Offerings: Understand how to introduce new products or services to the market effectively.
- Topic 2: Tapping into Global Markets: Learn how to take your marketing and sales strategies to an international level.
- Topic 3: Managing a Holistic Marketing Organization for the Long Run: Gain insights into managing your marketing organization for long-term success.
- Reflection & Review: Reflect on the key takeaways from the course marketing strategies for long-term growth and review key points.

## How This Course is Different from Other Marketing Courses:

The 'Marketing Management' course is unique in its comprehensive coverage of the modern marketing landscape. Unlike other marketing courses, it provides a deep understanding of both marketing & sales, emphasizing the synergy between these functions. Aspiring professionals seeking a marketing professional certificate will benefit from the course's focus on real-world applications, informed by the latest trends and data. Our marketing management course is hands-on, featuring interactive sessions, and feedback sessions to ensure a thorough understanding and application of the concepts. The 'Marketing Management' course is a golden ticket to becoming a certified marketing professional, setting it apart in the crowded field of marketing courses.



## فئات الدورات التدريبية



HR TRAINING &  
DEVELOPMENT

دورات إدارة و تطوير الموارد البشرية



دورات إدارة و تحليل البيانات ودورات علم  
البيانات



دورات إدارة الجودة وتطوير العمليات



الدورات التدريبية في مجال البيئة والاستدامة



دورات التسويق وإدارة علاقات العملاء وإدارة  
المبيعات



دورات التدريب القانوني والمشتريات  
والتعاقدات



دورات الاتصال الجماهيري و السياسات  
والعلاقات العامة



دورات النظم السبراني ودورات تقنية  
المعلومات



دورات الصيانة ودورات المجالات الهندسية  
المتنوعة



دورات الصحة والسلامة والأمن المهني



دورات السكرتارية و إدارة المكاتب



دورات الحوكمة وإدارة المخاطر والامتثال



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## فئات الدورات التدريبية



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دورات في مجالات القيادة والإدارة



دورات المهارات الشخصية وتطوير الذات



دورات المحاسبة و التمويل و دورات الإدارة  
المالية



دورات مكتب إدارة المشاريع وإدارة المشاريع  
الرشيقية

## مدن التدريب



أمستردام - هولندا



أكرا - غانا



أثينا - اليونان



أبوظبي - الإمارات العربية المتحدة



الدوحة - قطر



الدار البيضاء - المغرب



الجبيل - المملكة العربية السعودية



استنبول - تركيا



المنامة - مملكة البحرين



الكويت - الكويت



القاهرة - مصر



الرياض - المملكة العربية السعودية



بانكوك - تايلند



بالي - جمهورية إندونيسيا



بأكو - أذربيجان



باريس - فرنسا

## مدن التدريب



تبليسي - جورجيا



بوكيت - تايلاند



برشلونة - إسبانيا



براغ - جمهورية التشيك



دبي - الإمارات العربية المتحدة



جوهانسبرغ - جنوب إفريقيا



جنيف - سويسرا



جاكرتا - جمهورية إندونيسيا



سيول - كوريا الجنوبية



سان دييغو - الولايات المتحدة الأمريكية



زنجر - تنزانيا



روما - إيطاليا



طشقند - أوزبكستان



طرابزون - تركيا



شيكاغو - الولايات المتحدة الأمريكية



شرم الشيخ - مصر

## مدن التدريب



فيينا - النمسا



عن بعد - منصة زووم



عمان - المملكة الأردنية الهاشمية



طوكيو - اليابان



لندن - المملكة المتحدة



لانكاوي - ماليزيا



كاب تاون - جنوب إفريقيا



كوالالمبور - ماليزيا



مونتره - سويسرا



مسقط - سلطنة عمان



مدريد - إسبانيا



ماربيا - إسبانيا



نيس - فرنسا



نairobi - كينيا



ميونخ - ألمانيا



ميلان - إيطاليا

# WHO WE ARE

Agile Leaders is a renowned training center with a team of experienced experts in vocational training and development. With 20 years of industry experience, we are committed to helping executives and managers replace traditional practices with more effective and agile approaches.

## OUR VISION

We aspire to be the top choice training provider for organizations seeking to embrace agile business practices. As we progress towards our vision, our focus becomes increasingly customer-centric and agile.

## OUR MISSION

We are dedicated to developing value-adding, customer-centric agile training courses that deliver a clear return on investment. Guided by our core agile values, we ensure our training is actionable and impactful.

## WHAT DO WE OFFER

At Agile Leaders, we offer agile, bite-sized training courses that provide a real-life return on investment. Our courses focus on enhancing knowledge, improving skills, and changing attitudes. We achieve this through engaging and interactive training techniques, including Q&As, live discussions, games, and puzzles.



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