

One World, One University



Certified Marketing Manager

شهادة مدير تسويق معتمد

متوفر
باللغة
العربية



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❖ **Aims:**

❖ **At the end of the program, participants should be able to:**

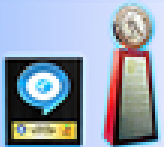
Qualify the individual according to the companies' need to have cadres capable of marketing the products or services marketed to increase sales and profitability. This certification is useful for individuals who wish to build on their skills in marketing strategies, marketing plans, techniques, methods of communication with customers, methods of analyzing consumer and commercial markets, identifying market sectors, developing a brand, providing value and applying marketing strategies and e-commerce.

❖ **Main Themes:**

❖ **The First theme: Introduction to Marketing Management**

- Explain what is meant by marketing and the basic concepts.
- Description of the marketing environment and steps to direct the company towards the market.
- Explains the differences between sales and marketing.





- ❖ **Second theme: developing marketing strategies and plans**
 - Clarify the process of developing the marketing strategy and plans, including market and competition (direct and indirect).
 - A brief sample description of a marketing plan.

- ❖ **Third theme: capturing marketing visions**
 - Clarify the basics and use of marketing information systems.
 - Explanation of techniques for economic environment analysis and marketing research.
 - An understanding of techniques for measuring marketing productivity, forecasting and measuring demand with an emphasis on marketing mix models.

- Fourth theme: Communication with clients**
 - To clarify the needs and the process of creating customer value, satisfaction, and loyalty.
 - Describe steps to maximize customer life value In with customer relationships by leveraging customer database and marketing.





❖ **Fifth theme: Analysis of consumer markets**

- Detail the factors that influence consumer behavior.
- Clarifies the basic psychological processes of consumers.
- Description of the consumer purchasing decision-making process.

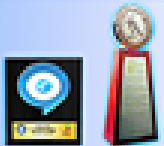
❖ **Sixth theme: Market Analysis**

- Learning the concept and application of organizational procurement.
- Description of the business buying decision and buying process.
- Clarifying the factors involved in managing B2B customer relationships.

❖ **Seventh theme: Defining market sectors and objectives**

- Explaining different levels of market segmentation.
- Break down of the the different approaches to segment and target the market





❖ Axis 8: Building strong brands

- Describe techniques for measuring brand sourcing.
- Understand the concept and importance of the brand image.
- Clarifying the various key success criteria involved in building the brand.
- Explain the fundamentals of the brand value chain.

The ninth axis:

- developing a system for measuring the value of the mark
- Understand the brand audit process to measure brand equity.
- Describe the use and application of the brand management system.

❖ The tenth theme: shaping market offerings

- Explain the product's strategic positioning process.
- Clarifying the steps for designing and managing services for the market.
- Understand procedures for developing pricing strategies and programs.
- Describe the need and importance of the brand name, publicity and customer service





❖ Eleventh theme: Presenting the value

- Explains the steps of designing and managing the integrated marketing channels.
- Understanding the role of marketing channels and analyzing production levels for the required service to customers.
- Clarifying techniques for identifying primary channel alternatives.
- Explain a method for managing retail, wholesale, and logistics along with integrated systems and channel.
- Clarify the new competition in the retail trade with a focus on legal and ethical issues in channel relations.
- Clarifying the value chain and providing value according to companies' requirements.

❖ Twelfth theme: Marketing Practice for E-commerce

- Describe the concept of pure and dual companies.
- Understand the basics and use of electronic commerce.





❖ Thirteenth theme: The value of communication

- Description of techniques for managing personal communications.
- Explain the importance and concept of integrated marketing communications.
- Understand the application and utility of word-of-mouth, personal selling and the sales force.

❖ Participants:

- Heads of the marketing sector, marketing directors, sales managers, the sales areas and their representatives, and all the gentlemen who are candidates for these jobs in the future, and the gentlemen who wish to develop their marketing skills and learn about the latest applied scientific methods in the field of marketing management in light of the rapid global changes

