



Register Here

Marketing for Managers



13 - 15 February 2023



9:00 pm - 4:30 pm
18 hours (3 days of
6 hours each)



UAEU -CBE Abu Dhabi
Off-Campus Site | [Google Map](#)



AED 2,520/-
(including VAT)



Overview

In a turbulent and dynamic market environment, consumers are price sensitive and have more products and services to choose from. They seek value and the marketing function plays a pivotal role in this value creation process. Marketing is the only functional area responsible for generating income, either through sales and/or innovation. Executives who understand the internal and external value creation process will be able to develop a sustainable business.



Course Description and Main Objective

This course will address marketing principles and instruments and is designed to demonstrate the role of marketing in society and its impact on all stakeholders. From this course, delegates will learn the fundamentals of marketing, the marketing process, consumer behavior and the concept of value, directional strategies (STP), branding, marketing strategy (4Ps and/or 7Ps) and the formulation of a marketing plan.



Learning Outcomes

After completion of the course, delegates will be able to analyze and understand the context and apply the practical knowledge to identify the current and/or future window(s) of opportunity. In addition, they will be able to craft the directional strategy and develop a marketing plan.



Content

Module 1: Orientation and the clarification of key marketing concepts, e.g., strategy, marketing and sales, and the marketing model.

Module 2: Analyzing the context (4Cs), including analyzing customers, analyzing competitors and completing a SWOT analysis.

Module 3: Crafting the directional strategy (STP process), addressing segmentation, target market selection and positioning.

Module 4: Developing marketing tactics (4Ps & 7Ps), addressing traditional marketing mix (4Ps) for physical products, the extended marketing mix (7Ps) for services, contemporary marketing issues, e.g., branding, CRM, marketing metrics, etc., and putting concepts into action with an emphasis on the assessment.



Faculty Member

TBC



Target Group

This course is aimed at functional level managers such as finance managers, product managers, process managers, human resources managers, and customer experience managers who want to understand the role and value of the marketing function and the interaction of marketing with other organizational functions.



Admission Requirements

It is assumed participants will be able to follow and participate discussions in English, as well as write assignments on marketing for managers.



Teaching Methods

- Face-to-face learning - Abu Dhabi
- Class discussion, case studies, articles, and relevant videos



Certificate

Obtain a “Certificate of Successful Completion” by demonstrating knowledge, understanding and skills of the learning outcomes in practical assessments at the end of the course.



Inquiries

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