

# Chief Marketing Officer Leadership Development

**Duration:** 28 Half Days

## Course Description:

This program will develop top-notch Chief Marketing Officers who can build an outstanding marketing enterprise with solid core competence to drive business growth and profitability in an ever-changing business environment. Participants will learn how to lead trendy and relevant marketing campaigns, create strategies for new business and product designs, acquire new customers, and manage customer relationships. They will develop their capabilities for creative leadership and adapt a future-thinking mindset needed for business success in today's ultra-competitive marketplace.

## Target Audience:

- Current and Aspiring Chief Marketing Officers, Marketing Managers, Brand Managers, and Product Managers who want to develop themselves to be top-notch marketers
- Entrepreneurs and Business Owners who want to manage their business better by strengthening their marketing knowledge

## Objectives:

This interactive online leadership program aims to develop top-notch Chief Marketing Officers who can drive business growth through creative leadership and adaptive, data-driven, and consumer-centric marketing strategies. The program aims to:

- Prepare and develop current marketing managers to be future-ready Chief Marketing Officers
- Enhance creative leadership skills and instill a future-thinking mindset needed of a 21st Century Chief Marketing Officer
- Teach the latest principles and framework to create and develop a world-class marketing organization
- Introduce new concepts on marketing analytics, design thinking, business model innovation, and digital marketing
- Strengthen the participant's business acumen and decision-making capabilities

By joining the program, participants will be able to apply new knowledge in their current positions and responsibilities immediately.

## Course Outlines:

- MODULE A: Marketing Leadership
- MODULE B: Customer Insight and Strategy
- MODULE C: Marketing Analytics
- MODULE D: Business Model Innovation
- MODULE E: Design Thinking for New Product Development
- MODULE F: Driving Customer Relations Management
- MODULE G: Digital Marketing

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