

Marketing Manager Development

Duration: 20 Half Days

Course Description:

To remain competitive, marketing organizations must rethink their traditional strategies and adopt a more consumer-driven approach. The development of Marketing Managers, therefore, is crucial. Marketing Managers and professionals need to develop and manage agile, less complex, responsive, and innovative marketing teams who meaningfully address customer needs. They need to maximize the latest digital platforms and use data analytics to determine and address evolving consumer preferences and buying behaviors. By joining the program, participants will develop the leadership and management skills necessary to drive customer-centric brand and marketing strategies for the company. They will be armed to lead strong and agile marketing teams that can pivot new product and business development, create innovative marketing campaigns, and acquire and retain new customers. They will be equipped with top-notch skills and the latest tools needed for a competitive advantage in today's challenging, consumer -driven marketplace and drive business growth.

Target Audience:

- Managers and Professionals who want to be top-notch marketers, including Marketing Managers, Product Managers, Brand Managers, Trade and Channel Marketing Managers, and Marketing Specialists.
- Entrepreneurs and Business Owners who want to better manage their product marketing responsibilities by strengthening their marketing knowledge and capabilities.

Objectives:

This interactive online program aims to develop top-notch Marketing Managers and professionals who can develop and execute consumer-driven strategies and lead and manage agile, adaptive marketing teams. By joining the program, participants will:

- Understand the management, and trade activities
- Gain fresh insights and a deeper understanding of marketing management, research, and analytics, product management, trade marketing, and digital marketing
- Gain a deeper understanding of marketing management, market research, marketing analytics, product management, trade marketing, and digital marketing
- Develop strategic thinking, ability to execute plans with excellence, and ability to lead and manage change within the marketing organization
- Be able to immediately apply learnings and best practices in day to-day marketing operations and activities.

Course Outlines:

- DAY 1: Transition to Leadership
- DAY 2: Marketing Management
- DAY 3: Marketing Management
- DAY 4: Digital Marketing
- DAY 5: Market and Customer Research
- DAY 6: Market and Customer Research
- DAY 7: Product Management
- DAY 8: Product Management
- DAY 9: Marketing Finance
- DAY 10: Marketing Analytics
- DAY 11: Trade Marketing
- DAY 12: Trade Marketing

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