

Strategic Marketing Essentials for Non-Marketing Leaders

Marketing, Sales, Customer Service
Cape Town (South Africa)
25 - 29 Aug 2025

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Strategic Marketing Essentials for Non-Marketing Leaders

Ref: 321407_129405 **Date:** 25 - 29 Aug 2025 **Location:** Cape Town (South Africa) **Fees:** 3300 Euro

Course Description

This intensive 5-day course equips non-marketing professionals with essential strategic marketing skills. Participants will gain a comprehensive understanding of core marketing principles, tools, and strategies to drive business growth and make informed decisions. Through practical exercises and real-world case studies, attendees will learn to develop and implement effective marketing strategies aligned with organizational goals.

Learning Objectives

- Understand fundamental marketing concepts and their application in business
- Develop skills to analyze market trends and consumer behavior
- Learn to create and implement effective marketing strategies
- Gain proficiency in digital marketing and social media techniques
- Enhance ability to measure and optimize marketing performance
- Improve collaboration with marketing teams and external partners

Course Modules

Day 1: Introduction to Strategic Marketing

- Defining marketing and its role in business success
- Key marketing concepts and frameworks
- Understanding the marketing mix 4Ps
- Aligning marketing with business objectives

Day 2: Market Analysis and Consumer Behavior

- Conducting market research and analysis
- Segmentation, targeting, and positioning STP
- Understanding consumer behavior and decision-making
- Creating buyer personas

Day 3: Developing Marketing Strategies

- Crafting a value proposition
- Brand positioning and management
- Pricing strategies and tactics
- Distribution channels and logistics

A graphic of a chessboard with several chess pieces (king, queen, rook, knight, and pawns) in gold and silver. The text 'UK Training PARTNER' is overlaid on the board.

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Day 4: Digital Marketing and Social Media

- Overview of digital marketing channels
- Content marketing and SEO basics
- Social media marketing strategies
- Email marketing and marketing automation

Day 5: Marketing Performance and Integration

- Key performance indicators KPIs for marketing
- Analytics and data-driven decision making
- Integrating marketing across the organization
- Developing a strategic marketing plan

Practical Wins for Participants

- Create a basic strategic marketing plan for their organization
- Develop a customer persona and value proposition
- Design a simple digital marketing campaign
- Construct a marketing performance dashboard with key metrics

A graphic of a chessboard with several chess pieces. A large gold king piece is prominent in the foreground, with a silver pawn and a silver knight behind it. In the background, there are concentric circles emanating from a point on the board.

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