

Certified Professional Marketing Management Program

Marketing, Sales, Customer Service
Paris (France)
29 Sep - 03 Oct 2025

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A close-up photograph of chess pieces on a checkered board. In the foreground, a large, ornate gold king piece stands prominently. To its left, a smaller silver pawn is visible. Further back, another silver pawn is positioned. The background features concentric circles, suggesting a target or focus. The overall composition is clean and professional, with a light gray background.

Certified Professional Marketing Management Program

Ref: 321425_129914 **Date:** 29 Sep - 03 Oct 2025 **Location:** Paris (France) **Fees:** 4400 **Euro**

Course Description

This intensive 5-day program equips marketing professionals with advanced skills in strategic planning, digital marketing, and data-driven decision making. Participants will learn to develop and implement comprehensive marketing strategies, leverage digital tools, and analyze market trends to drive business growth and competitive advantage.

Learning Objectives

- Develop and implement effective marketing strategies aligned with business goals
- Master digital marketing techniques and emerging technologies
- Enhance data analysis skills for informed decision-making
- Improve customer segmentation and targeting capabilities
- Optimize marketing ROI through performance measurement and analysis

Course Modules

Day 1: Strategic Marketing Foundations

- Marketing strategy development
- Market research and analysis
- Customer segmentation and targeting
- Positioning and value proposition

Day 2: Digital Marketing Mastery

- Digital marketing channels and strategies
- Content marketing and SEO
- Social media marketing
- Email marketing and automation

Day 3: Data-Driven Marketing

- Marketing analytics and metrics
- Customer data management and privacy
- Predictive analytics and modeling
- A/B testing and optimization

Day 4: Integrated Marketing Communications

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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- Brand management and storytelling
- Multichannel marketing strategies
- Marketing campaign planning and execution
- Public relations and crisis management

Day 5: Marketing Innovation and Leadership

- Emerging marketing technologies AI, VR, AR
- Customer experience management
- Marketing team leadership and collaboration
- Ethical marketing practices

Practical Wins for Participants

- Develop a comprehensive marketing strategy for your organization
- Create a digital marketing campaign leveraging multiple channels
- Implement a data-driven approach to marketing decision-making
- Design an innovative customer experience initiative

A graphic of a chessboard with several chess pieces. A large gold king piece is 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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