

Certified Professional Marketing Management Program

Marketing, Sales, Customer Service
Kuala Lumpur (Malaysia)
15 - 19 Sep 2025

UK Traininig

PARTNER



Certified Professional Marketing Management Program

Ref: 321425_130262 **Date:** 15 - 19 Sep 2025 **Location:** Kuala Lumpur (Malaysia) **Fees:** 4200 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

UK Training
PARTNER



- 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.

UK Training
PARTNER

Blackbird training cities



Amman (Jordan)



Amsterdam (Netherlands)

Accra (Ghana)

Annecy (France)

Baku (Azerbaijan)

Bali (Indonesia)

Bangkok (Thailand)

Bangkok (Thailand)

Barcelona (Spain)

Batumi (Georgia)

Beijing (China)

Beirut (Lebanon)

Berlin (Germany)

Birmingham (UK)

Bordeaux (France)

Boston, Massachusetts (USA)

Brussels (Belgium)

Cairo (Egypt)

Cape Town (South Africa)

Casablanca (Morocco)

Cascais (Portugal)

Copenhagen (Denmark)

Doha (Qatar)

Dubai (UAE)

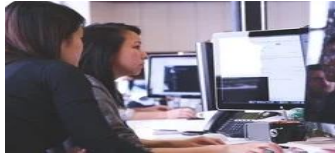
Düsseldorf (Germany)

UK Training
PARTNER

Blackbird Training Category



Human Resource



Audit & Quality Assurance



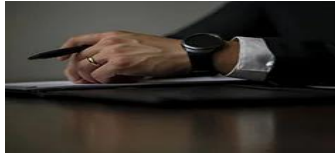
Finance, Accounting, Budgeting



Marketing, Sales, Customer Service



Secretary & Admin



Law and Contract Management



Project Management



IT & IT Engineering



Supply Chain & Logistics



Management & Leadership



Professional Skills



Oil & Gas Engineering



Health & Safety



Telecom Engineering



Hospital Management



Customs & Safety



Aviation

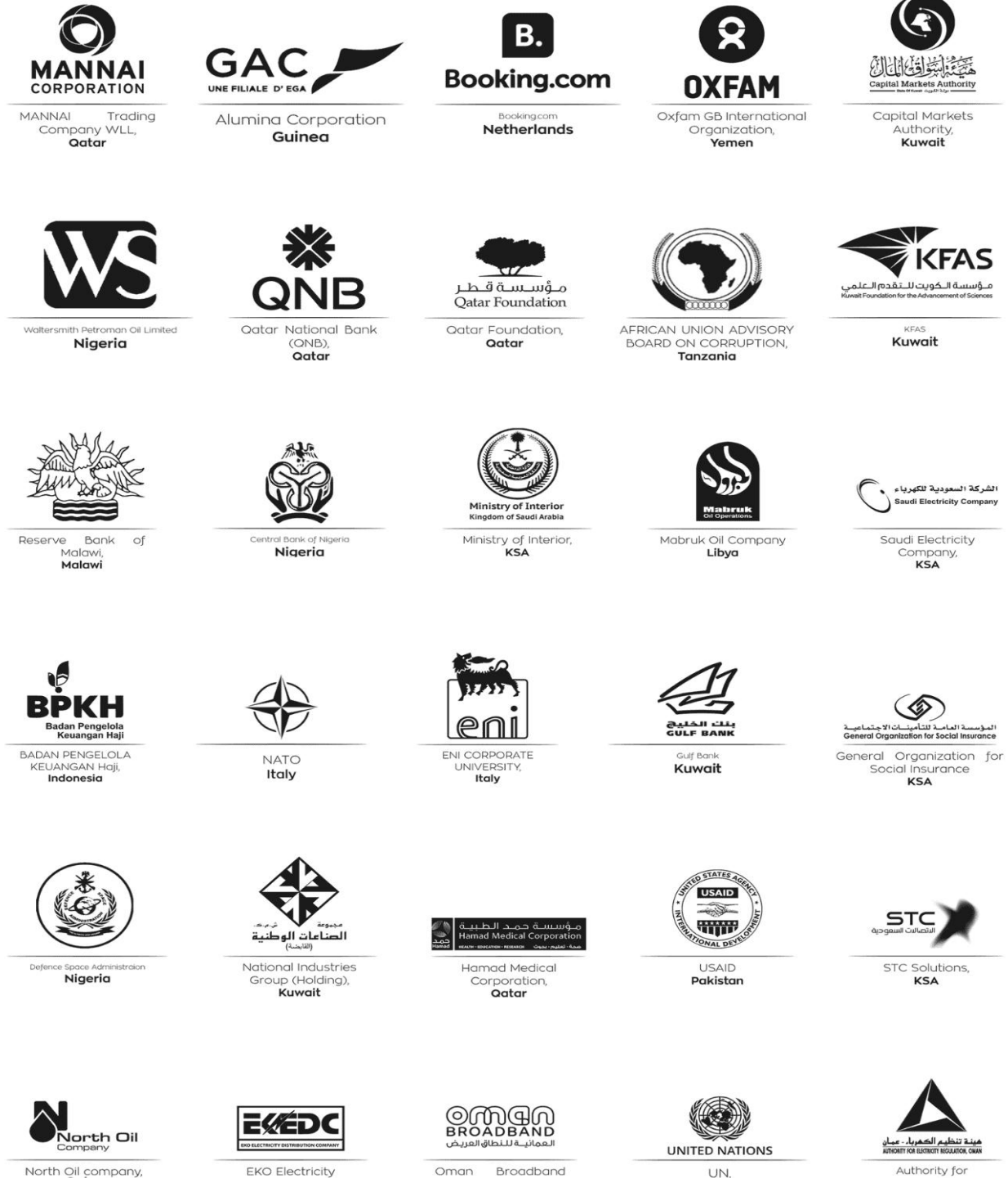


C-Suite Training



Agile and Refinement

Blackbird training Clients



UK Training
PARTNER



LONDON TRAINING PROVIDER



www.blackbird-training.com



training@blackbird-training.com



+44 7480 775526 / +44 7401 177335