

Certified Professional Marketing Management Program

Marketing, Sales, Customer Service
Rome (Italy)
15 - 19 Sep 2025

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A large, detailed image of chess pieces on a checkered board. In the foreground, a gold king piece stands prominently on a white square. To its left, a silver pawn piece is on a white square. Further back, another silver pawn piece is on a white square. The background features concentric circles and a checkered pattern, suggesting a strategic or competitive theme.

Certified Professional Marketing Management Program

Ref: 321425_130729 **Date:** 15 - 19 Sep 2025 **Location:** Rome (Italy) **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

A graphic of a chessboard with several chess pieces (king, queen, rook, knight, and pawns) in gold and silver. The pieces are arranged on a checkered board with concentric circles in the background.

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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

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