

Strategic Marketing Essentials for Non-Marketing Leaders

Marketing, Sales, Customer Service
Rome (Italy)
01 - 05 Sep 2025

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The background of the entire page features a grayscale checkered chessboard. In the foreground, several chess pieces are visible: a silver pawn on the left, a silver pawn in the center, and a large gold king piece on the right. In the background, there are concentric circles emanating from the center, creating a ripple effect. The word 'PARTNER' is written in large, bold, black capital letters across the middle of the image, partially overlapping the chess pieces and the concentric circles.

Strategic Marketing Essentials for Non-Marketing Leaders

Ref: 321407_130971 **Date:** 01 - 05 Sep 2025 **Location:** Rome (Italy) **Fees:** 4200 **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 (a king, a queen, a rook, and a pawn) 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. The board has a checkered pattern, and there are concentric circles in the background.

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