Advanced Strategies in Marketing & Research: 1-Week Course

21 – 25 December 2026
Rome (Italy)



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Why This Course

In today's fast-evolving business landscape, marketing leaders must combine strategic insight, analytical capability, and creative innovation to stay ahead of the competition. The Advanced Marketing Strategy & Research Program is a one-week intensive course designed to equip participants with the skills to harness data, technology, and research-driven insights for strategic decision-making.

This program bridges the gap between marketing analytics and strategy, empowering professionals to transform market intelligence into actionable plans that drive growth, engagement, and brand leadership. It is ideal for marketing executives, strategists, and professionals seeking to elevate their impact through evidence-based and innovation-led marketing approaches.

What You'll Learn and Practice

By completing this program, participants will:

- Master advanced marketing research techniques and data analytics methods.
- Develop strategic marketing plans based on comprehensive market insights.
- Leverage emerging technologies such as AI and machine learning for marketing success.
- Enhance decision-making through data-driven methodologies and predictive models.
- Identify, target, and capitalize on new market opportunities with precision.

The Program Flow

Day 1: Advanced Marketing Research Methodologies

- Innovative qualitative and quantitative research techniques.
- Big data analytics and its role in modern marketing research.
- AI and machine learning applications for generating market insights.
- Ethical frameworks and data governance in advanced marketing research.

Day 2: Strategic Market Segmentation and Targeting

- Advanced segmentation strategies using psychographics and behavioral analytics.
- Predictive modeling for identifying high-potential customer segments.
- Mapping customer journeys and optimizing engagement touchpoints.
- Personalization and micro-targeting for competitive advantage.



Day 3: Innovative Marketing Communications

- Omnichannel and integrated marketing communication strategies.
- Content marketing leadership in the digital and social era.
- Influencer marketing and social media data interpretation.
- Neuromarketing and consumer psychology for creative strategy design.

Day 4: Data-Driven Marketing Strategies

- Applying predictive analytics for marketing decision-making.
- Customer lifetime value CLV modeling and optimization.
- Marketing mix modeling and attribution measurement.
- Real-time marketing, automation, and dynamic pricing strategies.

Day 5: Strategic Marketing Planning and Implementation

- Designing data-driven, insight-based strategic marketing plans.
- Applying agile marketing methodologies for rapid execution.
- Measuring and optimizing marketing ROI and performance metrics.
- Leading organizational change to support marketing transformation.

Individual Impact

- Gain mastery in advanced market research and analytics-driven strategy.
- Build confidence in translating data insights into effective marketing actions.
- Strengthen leadership capabilities in strategic planning and digital innovation.
- Develop tools and frameworks to measure marketing effectiveness and ROI.

Organizational Impact

- Build a culture of evidence-based, insight-driven decision-making in marketing.
- Improve targeting accuracy, campaign effectiveness, and customer retention.
- Increase ROI through smarter allocation of marketing resources.
- Enhance brand competitiveness through innovation and strategic agility.

Training Methodology

The program blends analytical rigor with strategic creativity through:

- Real-world marketing case studies and applied analytics workshops.
- Interactive simulations and scenario-based exercises.
- Group projects focused on market segmentation, strategy, and campaign design.
- Guided reflection, peer collaboration, and expert coaching.



Beyond the Course

Upon completion, participants will be equipped to lead marketing transformation initiatives, drive customer-centric growth, and craft strategies that deliver measurable business impact.

Graduates of this program will emerge as strategic marketing leaders—data-savvy, innovative, and capable of navigating the complexities of modern markets with confidence.

