

Strategic Marketing Essentials for Non-Marketing Leaders

Marketing, Sales, Customer Service
Dubai (UAE)
21 - 25 Sep 2025

UK Traininig

PARTNER

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, creating a sense of depth and focus on the king piece.

Strategic Marketing Essentials for Non-Marketing Leaders

Ref: 321407_133164 **Date:** 21 - 25 Sep 2025 **Location:** Dubai (UAE) **Fees:** 3900 **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 (king, queen, rook, knight, and pawns) in gold and silver. The text 'UK Training PARTNER' is overlaid on the board.

UK Training
PARTNER

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 nearby. 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)

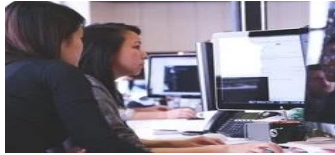
Düsseldorf (Germany)

UK Training
PARTNER

Blackbird Training Category



Human Resource



Audit & Quality Assurance



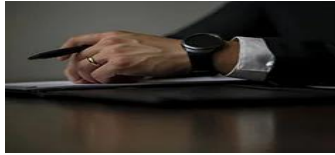
Finance, Accounting, Budgeting



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



MANNAI Trading
Company WLL,
Qatar



Alumina Corporation
Guinea



Booking.com
Netherlands



Oxfam GB International
Organization,
Yemen



Capital Markets
Authority,
Kuwait



Waltersmith Petroman Oil Limited
Nigeria



Qatar National Bank
(QNB),
Qatar



Qatar Foundation,
Qatar



AFRICAN UNION ADVISORY
BOARD ON CORRUPTION,
Tanzania



KFAS
Kuwait



Reserve Bank of
Malawi,
Malawi



Central Bank of Nigeria
Nigeria



Ministry of Interior
Kingdom of Saudi Arabia
KSA



Mabruk Oil Company
Libya



Saudi Electricity
Company,
KSA



BADAN PENGELOLA
KEUANGAN Haji,
Indonesia



NATO
Italy



ENI CORPORATE
UNIVERSITY,
Italy



Gulf Bank
Kuwait



General Organization for
Social Insurance
KSA



Defence Space Administration
Nigeria



National Industries
Group (Holding),
Kuwait



Hamad Medical
Corporation,
Qatar



USAID
Pakistan



STC Solutions,
KSA



North Oil company,



EKO Electricity



Oman Broadband



UNITED NATIONS
UN.



Authority for

UK Training
PARTNER



LONDON TRAINING PROVIDER



www.blackbird-training.com



training@blackbird-training.com



+44 7480 775526 / +44 7401 177335