

# **Certified Professional Marketing Management Program**

Marketing, Sales, Customer Service  
Malaga (Spain)  
17 - 21 Nov 2025

UK Traininig

# **PARTNER**



## Certified Professional Marketing Management Program

**Ref:** 321425\_134015 **Date:** 17 - 21 Nov 2025 **Location:** Malaga (Spain) **Fees:** 4400 **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 pawns. A large gold king piece is prominent in the foreground. The text 'UK Training PARTNER' is overlaid on the image.

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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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