

Advanced Strategies in Marketing & Research: 5-Day Course

Marketing, Sales, Customer Service
Munich (Germany)
15 - 19 Sep 2025

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Advanced Strategies in Marketing & Research: 5-Day Course

Ref: 3080_136345 **Date:** 15 - 19 Sep 2025 **Location:** Munich (Germany) **Fees:** 4400 **Euro**

Course Description

This intensive 5-day course equips marketing professionals with advanced strategies and research methodologies to excel in today's competitive business landscape. Participants will gain hands-on experience with cutting-edge tools, learn to interpret complex data, and develop strategic marketing plans based on in-depth market insights.

Learning Objectives

- Master advanced marketing research techniques and data analysis methods
- Develop strategic marketing plans based on comprehensive market insights
- Learn to leverage emerging technologies for marketing effectiveness
- Enhance decision-making skills using data-driven approaches
- Improve ability to identify and capitalize on market opportunities

Course Modules

Day 1: Advanced Marketing Research Methodologies

- Cutting-edge qualitative and quantitative research techniques
- Big data analytics in marketing research
- AI and machine learning applications in market analysis
- Ethical considerations in advanced marketing research

Day 2: Strategic Market Segmentation and Targeting

- Advanced segmentation strategies using psychographics and behavioral data
- Predictive modeling for target market identification
- Customer journey mapping and touchpoint analysis
- Personalization strategies for targeted marketing

Day 3: Innovative Marketing Communications

- Omnichannel marketing strategies
- Content marketing in the digital age
- Influencer marketing and social media analytics
- Neuromarketing techniques and applications

Day 4: Data-Driven Marketing Strategies

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- Predictive analytics for marketing decision-making
- Customer lifetime value optimization
- Marketing mix modeling and attribution
- Real-time marketing and dynamic pricing strategies

Day 5: Strategic Marketing Planning and Implementation

- Developing comprehensive marketing plans based on research insights
- Agile marketing methodologies
- Marketing ROI measurement and optimization
- Change management for marketing strategy implementation

Practical Wins for Participants

- Develop a data-driven marketing strategy for your organization
- Create a comprehensive market segmentation plan using advanced techniques
- Design an omnichannel marketing campaign leveraging emerging technologies
- Construct a marketing ROI measurement framework for your business

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