Gender and Marketing Training Course

Professional Development Training Course Outline

Category	Gender Studies	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

In today's dynamic business environment, understanding gender perspectives in marketing is no longer optional it is essential for achieving market relevance and driving sustainable growth. Gender and Marketing training course equips professionals with cutting-edge strategies to integrate gender insights into marketing campaigns, consumer behavior analysis, and brand positioning. Participants will learn how to leverage inclusive marketing practices, foster gender-responsive communication, and implement equity-driven market research to reach diverse audiences effectively.

By combining theory with practical case studies, this course emphasizes strategic gender intelligence, consumer diversity mapping, and innovative marketing solutions. Participants will gain skills to design campaigns that are culturally sensitive, socially responsible, and profit-oriented, ensuring businesses resonate with both male and female consumers while contributing to broader social impact.

Programme Curriculum

Gender and Marketing Training Course

Introduction

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with both male and female consumers while contributing to broader social impact.

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5 days

Course Objectives

By the end of this training, participants will be able to:

1. Apply gender-sensitive marketing strategies to campaigns.
2. Analyze consumer behavior trends with a gender lens.
3. Develop inclusive branding and messaging for diverse markets.
4. Implement equity-driven market research techniques.
5. Enhance digital marketing inclusivity and engagement.
6. Integrate social responsibility in marketing campaigns.
7. Optimize gender-responsive product positioning.
8. Leverage data analytics for gender insights.
9. Identify bias in marketing content and mitigate it.
10. Utilize cross-cultural marketing strategies with gender focus.
11. Measure the impact of gender-inclusive campaigns.
12. Innovate market segmentation using gender intelligence.
13. Create strategic marketing plans promoting equality and diversity.

Target Audience

1. Marketing Managers and Executives
2. Brand Strategists
3. Social Media Managers
4. Market Research Analysts
5. Advertising Professionals
6. Product Development Teams
7. Diversity and Inclusion Officers
8. Entrepreneurs and SMEs aiming for inclusive marketing

Course Modules

Module 1: Introduction to Gender and Marketing

- Understanding gender roles in modern marketing
- The business case for gender inclusivity
- Global trends in gender-responsive marketing
- Case Study: Dove’s Real Beauty Campaign
- Gender audit of existing campaigns

Module 2: Consumer Behavior with Gender Lens

- Gendered consumer decision-making
- Behavioral segmentation techniques
- Impact of culture and society on consumer choices
- Case Study: Nike’s women-focused sports marketing
- Mapping gendered consumer journeys

Module 3: Inclusive Branding and Messaging

- Principles of inclusive marketing
- Avoiding stereotypes in advertising
- Creating authentic brand narratives
- Case Study: Always' #LikeAGirl campaign
- Redesigning a marketing message for inclusivity

Module 4: Gender-Responsive Market Research

- Designing surveys with gender sensitivity
- Qualitative and quantitative research tools
- Interpreting gender-disaggregated data
- Case Study: Procter & Gamble gender insights research
- Conduct a mini-gender market analysis

Module 5: Digital Marketing and Social Media Inclusivity

- Gender bias in digital campaigns
- Strategies for inclusive social media content
- Influencer marketing with gender focus
- Case Study: Spotify's Women in Music campaigns
- Creating gender-inclusive digital content

Module 6: Product Positioning and Development

- Gender-specific product design considerations
- Packaging, labeling, and messaging inclusivity
- Market testing with diverse audiences
- Case Study: Fenty Beauty's inclusive product line
- Evaluate a product for gender inclusivity

Module 7: Measuring Impact of Gender Marketing

- Key metrics for inclusive campaigns
- Tools for tracking engagement and perception
- Reporting gender impact in marketing ROI
- Case Study: Heineken's #OpenYourWorld campaign
- Develop a KPI dashboard for gender marketing

Module 8: Strategic Planning and Campaign Design

- Integrating gender insights into marketing plans
- Cross-functional collaboration for inclusivity
- Scenario planning and creative brainstorming
- Case Study: UN Women's HeForShe awareness campaign
- Design a comprehensive gender-inclusive marketing strategy

Training Methodology

This course employs a participatory and hands-on approach to ensure practical learning, including:

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

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