Training Course on Marketing Career Development and Portfolio Building

Professional Development Training Course Outline

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

Course Introduction

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Programme Curriculum

Training Course on Marketing Career Development & Portfolio Building

Introduction

In the competitive field of marketing, having a solid career development plan and a compelling portfolio is essential for success. This training course on Marketing Career Development & Portfolio Building focuses on the skills, experiences, and strategies necessary to advance in the marketing industry. Participants will learn how to showcase their capabilities effectively, build a strong professional portfolio, and navigate their career paths in marketing.

The course empowers participants to identify their strengths, acquire essential marketing skills, and gain relevant experiences that will enhance their employability. By understanding how to present their work and achievements, attendees can create portfolios that stand out to potential employers and clients. This course combines theoretical insights with practical applications, providing participants with the tools they need to succeed in their marketing careers. Through hands-on exercises and real-world examples, participants will leave with actionable strategies for career advancement and portfolio development. Ultimately, this course aims to help marketers build a strong foundation for their professional journeys and achieve their career goals.

Course Objectives

1. Understand the importance of career development in marketing.
2. Identify key skills and competencies required for success in marketing roles.
3. Develop strategies for gaining relevant work experience and certifications.
4. Learn how to create an impactful marketing portfolio.
5. Explore techniques for effectively showcasing skills and achievements.
6. Analyze the role of networking in career advancement.
7. Create a personal brand to enhance professional visibility.
8. Measure and evaluate career progress and goals.
9. Stay updated on emerging trends in marketing careers.
10. Create a comprehensive plan for ongoing career development.

Target Audience

- Aspiring Marketing Professionals
- Current Marketing Executives
- Students in Marketing and Business
- Career Changers into Marketing
- Entrepreneurs and Freelancers
- Non-Profit Organization Leaders

Course Duration: 5 Days

Course Modules

Module 1: Introduction to Marketing Career Development

- Overview of the marketing career landscape.
- Understanding the importance of career planning in marketing.
- Key trends and opportunities in the marketing industry.
- Case studies of successful marketing career paths.

Module 2: Identifying Essential Skills and Competencies

- Overview of key marketing skills (digital marketing, analytics, content creation).
- Understanding soft skills necessary for marketing success (communication, teamwork).
- Techniques for assessing personal strengths and weaknesses.
- Practical exercises in skill identification.

Module 3: Gaining Relevant Experience

- Strategies for acquiring practical marketing experience (internships, volunteer work).
- Understanding the value of certifications and online courses.
- Techniques for leveraging freelance opportunities to build experience.
- Case studies of individuals who successfully transitioned into marketing.

Module 4: Building an Impactful Marketing Portfolio

- Key components of a marketing portfolio (projects, case studies, testimonials).
- Techniques for selecting and presenting work samples effectively.
- Understanding the role of storytelling in portfolio presentation.
- Practical exercises in portfolio development.

Module 5: Showcasing Skills and Achievements

- Techniques for creating an effective resume and cover letter.
- Strategies for crafting a compelling LinkedIn profile.
- Understanding the use of personal websites to showcase work.
- Best practices for presenting achievements in interviews.

Module 6: The Role of Networking in Career Advancement

- Understanding the importance of networking in marketing careers.
- Techniques for building and maintaining professional relationships.
- Strategies for engaging with mentors and industry leaders.
- Practical exercises in networking skills.

Module 7: Creating a Personal Brand

- Understanding the concept of personal branding in marketing.
- Techniques for defining and communicating a personal brand.
- Strategies for enhancing online visibility through social media.
- Case studies of successful personal branding in marketing.

Training Methodology

- **Interactive Workshops**: Engaging discussions and hands-on activities.
- **Practical Demonstrations**: Real-world applications of career development strategies.
- **Group Projects**: Collaborative problem-solving and strategy development.
- **Expert Presentations**: Insights from industry leaders and practitioners.
- **Case Studies**: Analyzing successful career development stories.

This course designed to equip participants with the knowledge and skills necessary to advance their marketing careers and build compelling portfolios that showcase their talents and achievements effectively.

Register as a group from 3 participants for a Discount

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

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.

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
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

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com