Training Course on Mini MBA in Marketing and Brand Management

Professional Development Training Course Outline

Category	Business	**Duration**	10 Days
Base Fee	$3,000 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

In today's fiercely competitive landscape, mastering the intricacies of **marketing strategy** and **brand management** is no longer a luxury, but a necessity for sustained organizational growth. **Training Course on Mini MBA in Marketing & Brand Management** equips professionals with the **essential frameworks**, **cutting-edge techniques**, and **actionable insights** to drive impactful marketing campaigns, cultivate powerful brand identities, and achieve tangible business results. Through a blend of theoretical foundations and practical application, participants will gain a comprehensive understanding of the modern marketing ecosystem and develop the strategic acumen to excel in dynamic market conditions. This program focuses on building **data-driven marketing** expertise and fostering **innovative branding** approaches, empowering individuals to become influential leaders in their respective fields.

This highly focused training delves into the core principles of **consumer behavior**, **market analysis**, and **digital marketing transformation**, providing a robust foundation for strategic decision-making. Participants will explore the nuances of **brand building**, **customer engagement**, and **marketing analytics**, learning how to craft compelling narratives, build lasting customer relationships, and measure marketing effectiveness. The curriculum incorporates real-world **case studies**, interactive discussions, and practical exercises, ensuring a highly engaging and immediately applicable learning experience. By the program's conclusion, you will be equipped with the **strategic tools** and **practical skills** to navigate the complexities of modern marketing and drive significant value for your organization.

Programme Curriculum

Training Course on Mini MBA in Marketing & Brand Management

Introduction

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Course Duration

10 days

Course Objectives

1. Develop a comprehensive understanding of **marketing fundamentals** and their strategic application.
2. Master the principles of **brand positioning** and **brand equity management**.
3. Conduct thorough **market research** and **competitive analysis** to identify opportunities.
4. Formulate and execute effective **digital marketing strategies** across various channels.
5. Understand and leverage the power of **social media marketing** for brand building and engagement.
6. Implement **customer relationship management (CRM)** strategies for enhanced customer loyalty.
7. Develop compelling **marketing communication** and **content marketing** strategies.
8. Utilize **marketing analytics** and **key performance indicators (KPIs)** to measure campaign success.
9. Understand the principles of **pricing strategy** and its impact on profitability.
10. Develop effective **integrated marketing communication (IMC)** plans.
11. Explore the evolving landscape of **e-commerce marketing** and online sales strategies.
12. Learn to manage **marketing budgets** and allocate resources effectively.
13. Foster **innovation in marketing** and adapt to emerging trends.

Organizational Benefits

- Enhanced marketing effectiveness and ROI.
- Stronger brand recognition and customer loyalty.
- Improved strategic decision-making in marketing initiatives.
- A more skilled and engaged marketing team.
- Increased ability to adapt to changing market dynamics.

- Fostering a culture of data-driven marketing.
- Improved alignment between marketing and overall business goals.

Target Audience

1. Marketing Managers and Executives
2. Brand Managers and Specialists
3. Sales Professionals seeking a deeper understanding of marketing
4. Entrepreneurs and Business Owners
5. Product Managers
6. Communication and Public Relations Professionals
7. Individuals looking to transition into marketing roles
8. Anyone seeking to enhance their strategic marketing and branding skills

Course Outline

Module 1: Foundations of Strategic Marketing

- Understanding the Marketing Landscape and Core Concepts
- Defining Target Markets and Customer Segmentation
- The Strategic Marketing Planning Process
- Setting Marketing Objectives and Goals
- Analyzing the Macro and Micro Marketing Environment
- **Case Study:** Analyzing a successful market entry strategy of a new product.

Module 2: Mastering Consumer Behavior and Insights

- Understanding the Consumer Decision-Making Process
- Factors Influencing Consumer Behavior (Cultural, Social, Psychological)
- Conducting Effective Consumer Research
- Developing Customer Personas and Journey Maps
- Leveraging Behavioral Economics in Marketing
- **Case Study:** Examining how a company used consumer insights to reposition its brand.

Module 3: Building Powerful Brands

- The Fundamentals of Brand Identity and Positioning
- Developing a Compelling Brand Value Proposition
- Building Brand Equity and Brand Loyalty
- Managing Brand Architecture and Portfolio
- Strategies for Brand Extension and Reinforcement
- **Case Study:** Analyzing the brand evolution of a globally recognized company.

Module 4: Digital Marketing Transformation

- The Evolving Digital Marketing Landscape
- Search Engine Optimization (SEO) Strategies and Tactics
- Pay-Per-Click (PPC) Advertising and Campaign Management
- Email Marketing and Customer Engagement
- Mobile Marketing and App Development Strategies
- **Case Study:** Evaluating the impact of a company's digital transformation efforts.

Module 5: Social Media Marketing and Engagement

- Developing a Strategic Social Media Marketing Plan
- Building and Engaging Online Communities
- Leveraging Different Social Media Platforms Effectively
- Social Media Content Creation and Curation
- Measuring Social Media Marketing ROI and Analytics
- **Case Study:** Analyzing a successful social media campaign that drove significant engagement.

Module 6: Customer Relationship Management (CRM) Strategies

- Understanding the Principles of Customer Relationship Management
- Implementing and Utilizing CRM Systems
- Strategies for Customer Acquisition and Retention
- Personalizing Customer Experiences
- Measuring Customer Lifetime Value (CLTV)
- **Case Study:** Examining how a company improved customer loyalty through effective CRM.

Module 7: Marketing Communication and Content Strategy

- Developing Integrated Marketing Communication (IMC) Plans
- Crafting Compelling Marketing Messages
- Developing a Content Marketing Strategy and Calendar
- Utilizing Different Content Formats (Blogs, Videos, Infographics)
- Measuring Content Marketing Effectiveness
- **Case Study:** Analyzing a successful content marketing campaign that generated leads.

Module 8: Marketing Analytics and Performance Measurement

- Identifying Key Marketing Metrics and KPIs
- Utilizing Data Analytics Tools for Marketing Insights
- Measuring Campaign Performance and ROI
- A/B Testing and Optimization Strategies
- Reporting and Presenting Marketing Data Effectively
- **Case Study:** Evaluating how a company used marketing analytics to improve campaign performance.

Module 9: Pricing Strategies and Revenue Optimization

- Understanding Different Pricing Models and Strategies
- Factors Influencing Pricing Decisions (Cost, Competition, Value)
- Price Elasticity and Demand Analysis
- Implementing Dynamic Pricing Strategies
- Measuring the Impact of Pricing on Profitability
- **Case Study:** Analyzing the impact of a pricing strategy change on a company's revenue.

Module 10: Integrated Marketing Communication (IMC) Planning

- Developing a Holistic View of Marketing Communications
- Aligning Different Communication Channels for Maximum Impact
- Budgeting and Resource Allocation for IMC
- Measuring the Effectiveness of IMC Campaigns
- Case Studies of Successful IMC Implementations

- **Case Study:** Examining a multi-channel marketing campaign that achieved significant brand awareness.

Module 11: E-commerce Marketing and Online Sales

- Developing an E-commerce Marketing Strategy
- Optimizing Online Storefronts and User Experience
- Driving Traffic to E-commerce Platforms (SEO, SEM, Social Media)
- Managing Online Sales Processes and Customer Service
- Analyzing E-commerce Sales Data and Trends
- **Case Study:** Analyzing the growth strategy of a successful e-commerce business.

Module 12: Marketing Budgets and Resource Allocation

- Developing a Comprehensive Marketing Budget
- Allocating Resources Across Different Marketing Activities
- Measuring the Return on Marketing Investment (ROMI)
- Budget Control and Performance Monitoring
- Strategies for Optimizing Marketing Spend
- **Case Study:** Examining how a company effectively managed its marketing budget to achieve its goals.

Module 13: Innovation in Marketing and Emerging Trends

- Identifying and Adapting to Emerging Marketing Trends
- Exploring the Role of Artificial Intelligence (AI) in Marketing
- Understanding the Impact of Virtual and Augmented Reality
- Embracing Agile Marketing Methodologies
- Fostering a Culture of Marketing Innovation
- **Case Study:** Analyzing how a company leveraged a new technology to gain a marketing advantage.

Module 14: Legal and Ethical Considerations in Marketing

- Understanding Key Marketing Regulations and Compliance
- Ethical Considerations in Advertising and Promotion
- Data Privacy and Security in Marketing
- Intellectual Property and Branding
- Building Trust and Transparency with Consumers
- **Case Study:** Examining the ethical challenges faced by a company in its marketing campaigns.

Module 15: Developing Your Strategic Marketing Plan

- Reviewing Key Concepts and Frameworks
- Conducting a Situation Analysis for Your Organization
- Defining Marketing Objectives and Strategies
- Developing Action Plans and Implementation Timelines
- Measuring and Evaluating Your Marketing Plan's Success
- **Case Study:** Analyzing a comprehensive marketing plan for a real organization.

Training Methodology

Our training methodology incorporates a dynamic blend of:

- Interactive lectures and presentations
- Engaging group discussions and brainstorming sessions
- Practical exercises and real-world case study analysis
- Application of marketing tools and frameworks
- Opportunities for peer-to-peer learning and networking

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	04 Dec 2026	Online	$2,000
23 Nov 2026	04 Dec 2026	Physical	$3,000
23 Nov 2026	04 Dec 2026	Physical	$6,000

Start Date	End Date	Location	Price
23 Nov 2026	04 Dec 2026	Physical	$6,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$9,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$12,000

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

Register Online Now

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