

CMP (Certified Marketing Professional) Course Outline

CMP (Certified Marketing Professional) is designed to introduce learners to the principles of marketing strategies and to develop their knowledge and understanding of the formulation, implementation and control of a marketing strategy, which is implemented by the marketing function of an organization. Learners will learn about the theoretical concepts associated with a marketing strategy and the marketing planning process and its application to different market situations, by applying a range of appropriate marketing activity strategies. The factors and issues that influence marketing strategies and the role and impact of marketing strategies in the business and social environment will also be addressed.

Classroom training based on practical application on assignments/project after every session.

COURSE CONTENT:

Marketing concepts

- Marketing management defined
- Evolution of the marketing concept
- Differences between marketing and selling
- Scope of marketing management
- Setting the scene: the marketing mix
- Using the 4Ps marketing mix model

Marketing audit and planning

- Understanding the marketing environment
- Various marketing analysis techniques
 - 'PEDSTLE' analysis
 - 'SWOT' analysis
 - The five forces model (M. Porter)
 - Customer analysis
 - Competitive analysis
- The marketing audit
- Marketing planning

Market segmentation, targeting and positioning

- Market segmentation defined
- Basis of market segmentation (B2C)
- Basis of market segmentation (B2B)
- Criteria for successful segmentation
- Market targeting

- Market positioning
- Steps in market segmentation, targeting and positioning

Marketing communication and campaigns

- Elements of the communication process
- Steps in creating a promotional campaign
- The goals and tasks of promotion
- The 'AIDA' concept
- Setting the advertising budget
- The various media types
- Media scheduling
- Evaluating promotional campaigns

The Product Life Cycle (PLC): a strategic approach

- The PLC concept
- Marketing strategies for PLC
- The promotion mix and marketing objectives
- Characteristics promotion mix elements
- Promotion mix strategies across the PLC
- Push and pull strategies

Marketing research

- Marketing research defined
- The marketing research process
- Secondary and primary data
- Questionnaire design
- Forms of survey research

Above is our standard course outline, please suggest if you would like to include also few topics during the training to make sure it covers all your requirements and make this course a customized course.