

### Course Overview:

In today's competitive and economically volatile marketplace, effective marketing has become a business-critical function. This course equips professionals with foundational marketing principles essential for driving customer engagement and sustaining competitive advantage. Whether new to marketing or seeking to reinforce existing knowledge, participants will gain actionable insights into marketing planning, auditing, research, and communications.

### Course Objective:

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

- Define core marketing functions and the strategic role of marketing within organizations
- Conduct comprehensive marketing audits using established frameworks
- Apply segmentation, targeting, and positioning strategies effectively
- Design and evaluate integrated marketing communications campaigns
- Utilize marketing research to inform decision-making and improve campaign outcomes

### Course Outline:

#### Module 1: Marketing Fundamentals

- Definition and scope of marketing management
- Evolution of marketing concepts
- Marketing vs. selling
- Overview of the marketing mix

#### Module 2: Marketing Audit and Planning

- Analyzing the marketing environment
- Conducting SWOT and PESTLE analyses
- Applying Porter's Five Forces
- Customer and competitive analysis

#### Module 3: Segmentation, Targeting, and Positioning (STP)

- B2C and B2B segmentation bases
- Criteria for effective segmentation
- Market targeting strategies
- Positioning frameworks and implementation

#### Module 4: Marketing Communication and Campaigns

- Elements of communication and promotion
- AIDA model and campaign planning
- Media planning and budgeting
- Evaluation of promotional activities

#### Module 5: Product Life Cycle Strategy

- PLC stages and marketing implications
- Promotion mix adaptation across lifecycle
- Push and pull promotional strategies

#### Module 6: Marketing Research

- Designing and executing marketing research
- Primary vs. secondary data collection

### Training Language:

### Training Methodology:

The course combines various teaching methods, including instructor-led presentations, group discussions, case study analyses, and assessments through quizzes and a final exam to engage participants and ensure they understand and retain the material.

### Venue | Date | Fees

Riyadh | 21-12-2025 | 17,250 SAR

- Questionnaire design

- Survey methodologies

### Module 7: Customer and Competitive Analysis

- Tools for understanding customer behavior

- Competitor profiling

- Benchmarking techniques

### Module 8: Integrated Marketing Planning

- Aligning marketing strategies with business goals

- Budgeting and resource allocation

- KPI setting and performance tracking

### Module 9: Case Studies and Practical Applications

- Real-world marketing challenges

- Group problem-solving exercises

- Lessons learned and best practices

### Module 10: Course Review and Final Assessment

- Recap of key learning points

- Interactive quiz

- Final Q&A and knowledge check

### Who Should Attend:

- Marketing Executives and Coordinators

- Sales and Business Development Professionals

- PR and Communications Specialists

- Operations Staff involved in customer engagement