



## **Marketing Management Professional (MMP)**

2 – 6 August 2027  
Milan (Italy)



## Marketing Management Professional (MMP)

**Ref:** 121305\_1026902 **Date:** 2 – 6 August 2027 **Location:** Milan (Italy) **Fees:** 6200 Euro

### Introduction

The Marketing Management Professional MMP course provides a comprehensive understanding of modern marketing strategies and management practices. It equips participants with the tools to analyze markets, develop marketing plans, and implement effective campaigns. The course emphasizes customer-centric approaches and data-driven decision-making. Participants will explore digital marketing, brand management, and market research techniques. Real-world case studies enhance practical understanding. By the end, learners will drive marketing initiatives that achieve measurable business results.

### Targeted Groups

This Marketing Management Professional MMP course targets professionals seeking specialized knowledge and skills:

- Marketing executives aiming to advance their careers
- Brand managers responsible for product positioning
- Digital marketing specialists improving online strategies
- Sales managers aligning marketing and sales efforts
- Entrepreneurs seeking marketing expertise for business growth
- Marketing analysts focusing on market trends and insights

### Course Objectives

Participants will achieve the following objectives by the Marketing Management Professional MMP course:

- Understand core marketing concepts and frameworks
- Develop strategic marketing plans for diverse industries
- Apply digital marketing tools and techniques effectively
- Enhance brand positioning and customer engagement
- Conduct market research and analyze consumer behavior
- Measure marketing performance and optimize campaigns
- Integrate marketing strategies with business objectives
- Improve decision-making using marketing analytics

### Targeted Competencies

Participants will gain the following competencies during the program:

- Strategic thinking for marketing initiatives
- Competence in digital marketing and social media campaigns
- Market analysis and consumer insight skills
- Brand management and value proposition development
- Marketing plan creation and execution
- Effective communication of marketing strategies
- Customer engagement and retention techniques
- Performance tracking and reporting

## Studying Scenarios

In this training, participants will develop their skills through the analysis of the following scenarios:

- Launching a new product in a competitive market
- Designing a multi-channel digital marketing campaign
- Rebranding an existing product to target new segments
- Analyzing market research to identify opportunities
- Optimizing customer engagement strategies
- Aligning sales and marketing for revenue growth
- Assessing the impact of marketing campaigns on ROI

## Course Content

### Unit 1: Marketing Fundamentals and Strategy

- Introduction to marketing principles and concepts
- Understanding market segmentation, targeting, and positioning
- Customer behavior and buyer decision processes
- Competitive analysis and market research techniques
- Strategic marketing planning and goal setting
- SWOT and PESTEL analysis for business decisions
- Marketing ethics and regulatory considerations

### Unit 2: Brand Management and Positioning

- Fundamentals of brand development and management
- Creating and communicating a strong brand identity
- Brand equity measurement and enhancement strategies
- Positioning strategies for products and services
- Managing brand portfolios and extensions
- Customer perception and brand loyalty insights
- Case studies on successful brand campaigns

### **Unit 3: Digital Marketing and Online Strategies**

- Digital marketing channels and platforms overview
- SEO and content marketing strategies for visibility
- Social media marketing and engagement techniques
- Paid advertising and performance tracking
- Email marketing and lead generation tactics
- Web analytics and campaign optimization
- Influencer and affiliate marketing applications

### **Unit 4: Marketing Research and Analytics**

- Data collection and market research methodologies
- Consumer insights and behavior analysis
- Competitive benchmarking and trend identification
- Data-driven marketing decision-making
- Marketing metrics and KPI evaluation
- Predictive analytics for campaign forecasting
- Reporting tools and visualization techniques

### **Unit 5: Integrated Marketing and Campaign Management**

- Developing integrated marketing campaigns
- Aligning marketing with sales and organizational goals
- Multi-channel campaign planning and execution
- Budgeting and resource allocation for campaigns
- Monitoring, measuring, and optimizing marketing performance
- Crisis management and adaptive marketing strategies
- Case studies on high-impact campaigns

### **Final Insights & Key Takeaways**

Participants will leave with actionable marketing strategies and the ability to manage campaigns effectively. The program equips professionals to drive measurable growth and enhance brand presence.