MERCURY

Fundamental Marketing Strategies and Leadership Training Course

30 August – 3 September 2027
Accra (Ghana)



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Fundamental Marketing Strategies and Leadership Training Course

Ref: 16116_1068659 **Date:** 30 August – 3 September 2027 **Location:** Accra (Ghana) **Fees:** 5300 Euro

Introduction

This Fundamental Marketing Strategies and Leadership course provides a foundation for understanding how marketing principles align with effective leadership practices in modern organizations. It explores how professionals can develop strategic thinking to address dynamic market challenges. Learners will approach the connection between marketing execution and leadership responsibility. Participants will build awareness of how organizations create sustainable value through strategic marketing decisions.

Participants will explore how teams are guided, motivated, and aligned with organizational objectives. The Fundamental Marketing Strategies and Leadership program highlights how digital transformation influences marketing environments and decision-making processes. It focuses on integrating analytical thinking with leadership behavior to improve performance outcomes. It prepares professionals to apply marketing strategies and leadership in real-world business contexts confidently.

Targeted Groups

This Fundamental Marketing Strategies and Leadership training course targets professionals seeking knowledge and skills:

- Marketing coordinators strengthen the fundamentals of marketing strategy for managers.
- Junior executives transitioning into leadership in marketing management roles.
- Entrepreneurs applying core marketing strategy principles in business growth.
- Sales professionals enhance customer engagement and conversion approaches.
- Supervisors develop a leadership role in the effectiveness of marketing teams.
- Business developers improve structured outreach and expansion planning.
- Brand assistants learn the fundamentals of strategic brand management.
- Non-marketing professionals shifting into commercial and strategic roles.
- Project managers integrating strategic marketing planning process tools.
- Emerging leaders building confidence in marketing leadership skills development.

Course Objectives

Participants will achieve the following objectives by completing the Fundamental Marketing Strategies and Leadership course:

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- Understand core marketing strategy principles and their role in creating customer value within competitive environments, while applying structured thinking to real business challenges.
- Identify and evaluate market segmentation, targeting, and positioning strategies to design focused and effective marketing approaches.
- Apply a leadership role in marketing teams to improve coordination, motivation, and performance alignment.
- Develop structured marketing strategy development process plans aligned with organizational goals and market needs.
- Analyze consumer behavior to support the execution of a customer-value-driven marketing strategy across channels.
- Utilize data insights to enhance marketing performance strategy metrics and decision-making quality.
- Strengthen communication and influence skills in marketing leadership decision-making environments.
- Design integrated campaigns using digital marketing strategy fundamentals and traditional approaches.
- Evaluate competitive environments through competitive marketing strategy analysis frameworks.
- Implement strategic brand management fundamentals to strengthen positioning and differentiation.
- Build confidence in applying the integrated marketing strategy framework across business functions.
- Enhance adaptability in applying fundamentals of strategic marketing leadership in dynamic markets.
- Improve collaboration and alignment within cross-functional marketing teams.
- Develop presentation and strategic pitching capabilities for stakeholders and leadership teams.
- Strengthen planning discipline through structured marketing execution and evaluation systems.

Targeted Competencies

Participants will gain the following competencies during the Fundamental Marketing Strategies and Leadership program:

- Apply marketing strategy fundamentals for managers in real organizational contexts.
- Demonstrate a strong understanding of leadership in marketing management environments.
- Build competence in developing and executing customer value-driven marketing strategies.
- Apply analytical thinking for competitive marketing strategy analysis.
- Use structured planning tools from strategic marketing planning process frameworks.
- Develop confidence in marketing leadership skills development practices.
- Strengthen decision-making through marketing leadership decision-making approaches.
- Design and implement digital marketing strategy fundamentals effectively.
- Evaluate outcomes using marketing performance strategy metrics.
- Apply brand strategy and leadership fundamentals to strengthen brand positioning.

Studying Scenarios

In this Fundamental Marketing Strategies and Leadership training, participants develop skills through the following scenarios:

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- Analyzing a declining product using core marketing strategy principles to redesign positioning and improve market relevance.
- Leading a team simulation focused on leadership roles in marketing teams under tight deadlines and shifting priorities.
- Developing a campaign using market segmentation, targeting, and positioning strategy for a new market entry.
- Evaluating competitor movements through competitive marketing strategy analysis exercises.
- Designing digital campaigns based on digital marketing strategy fundamentals for brand awareness growth.
- Applying marketing performance strategy metrics to assess campaign success and optimize outcomes.

Course Content

Unit 1: Foundations of Strategic Marketing

- Introduction to Fundamental Marketing Strategies and Leadership in modern organizations and business environments.
- Exploration of core marketing strategy principles and their role in value creation.
- Understanding the strategic marketing planning process for structured decision-making.
- Applying market segmentation, targeting, and positioning strategy for customer focus.
- Building customer personas aligned with a customer value-driven marketing strategy.
- Conducting basic SWOT and competitive marketing strategy analysis for market awareness.
- Introduction to branding concepts linked to strategic brand management fundamentals.
- Understanding marketing channels and communication flow in structured systems.
- Exploring foundational steps in the marketing strategy development process for execution clarity.
- Linking traditional marketing approaches with modern integrated frameworks.

Unit 2: Leadership in Marketing Environments

- Understanding leadership in marketing management and its strategic importance.
- Exploring the leadership role in marketing teams for performance alignment.
- Developing marketing leadership skills for professional growth.
- Applying emotional intelligence in team leadership and coordination.
- Enhancing communication for effective marketing collaboration.
- Building accountability systems for team performance improvement.
- Managing conflict and strengthening group cohesion in marketing teams.
- Developing motivation strategies for sustainable team productivity.
- Strengthening decision clarity in marketing leadership decision-making contexts.
- Building a culture of innovation and continuous improvement.

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Unit 3: Market Behavior and Strategic Insight

- Understanding consumer psychology in customer value-driven marketing strategy environments.
- Using research tools to gather and interpret market data effectively.
- Applying insights from market segmentation, targeting, and positioning strategy.
- Conducting surveys and qualitative research for strategic insights.
- Identifying gaps using competitive marketing strategy analysis tools.
- Translating data into actionable marketing strategies.
- Evaluating customer feedback for continuous improvement cycles.
- Understanding cultural and behavioral influences on purchasing decisions.
- Strengthening analytical thinking for marketing optimization.
- Supporting strategic planning with evidence-based insights.

Unit 4: Digital Marketing and Strategic Integration

- Introduction to digital marketing strategy fundamentals and digital ecosystems.
- Exploring SEO, content, and social media marketing foundations.
- Integrating online channels into the integrated marketing strategy framework.
- Using email marketing and automation tools for engagement.
- Applying paid advertising for brand visibility and reach.
- Measuring digital impact using marketing performance strategy metrics.
- Strengthening e-commerce and mobile marketing understanding.
- Enhancing engagement through interactive digital content.
- Aligning digital tools with strategic brand management fundamentals.
- Combining digital and traditional strategies for unified communication.

Unit 5: Strategic Application and Leadership Execution

- Applying the marketing strategy development process in real-world scenarios.
- Designing campaigns using an integrated marketing strategy framework.
- Aligning leadership actions with marketing execution goals.
- Managing budgets and resource allocation effectively.
- Evaluating ROI using marketing performance strategy metrics.
- Creating structured campaign calendars and execution plans.
- Presenting strategic solutions to stakeholders and leadership teams.
- Applying competitive marketing strategy analysis in planning decisions.
- Strengthening fundamentals of strategic marketing leadership in practice.
- Synthesizing knowledge into actionable strategic marketing solutions.

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Final Insights & Key Takeaways

This course equips participants with a strong foundation in structured marketing thinking and in applying leadership. It develops the ability to design and execute strategies aligned with organizational goals and market needs. Participants gain confidence in integrating analytical insight with leadership behavior for improved outcomes. Ultimately, it prepares professionals to lead with clarity in complex marketing environments.