MERCURY

Marketing Management Professional (MMP)

6 – 10 June 2027
Cairo (Egypt)



Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
Amman - Jordan: +962 79 712 3347

Marketing Management Professional (MMP)

Ref: 121305_1079469 **Date:** 6 – 10 June 2027 **Location:** Cairo (Egypt) **Fees:** 3500 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 are responsible for product positioning
- Digital marketing specialists are improving online strategies
- Sales managers aligning marketing and sales efforts
- Entrepreneurs seeking marketing expertise for business growth
- Marketing analysts focus 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:

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- 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

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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.