

Scandinavian Academy
Training Center

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Riyadh - Al Khaleej District - Sheikh Abdul Aziz Bin Abdul Rahman Bin Bishr Street - 13223 - Office No. 5 | P.O.BOX : 13224

Course: Professional Marketing

Code	City	hotel	Start	End	price	Language - Hours
SM-315SA	Alula	Hotel Meeting	2027-09-19	2027-09-23	10950 SR	En - 25

Program Objectives

By the end of the program, participants will be able to:

- Understand the marketing framework of a business organization.
- Focus on best practices, tools and models to implement an effective marketing and sales management system.
- Emphasize planning and executing advanced marketing strategies.
- Develop strategies, initiatives and programs to build and sustain a competitive market advantage.

This Program is designed for

Marketing staff and executives wishing to know more about the vital role that marketing plays in organizations and to identify and solve many business problems by using a marketing perspective. The program is also designed for anyone who wants to keep current on marketing strategies. This program is worth 25 NASBA CPEs.

Program Outline

Marketing Concepts
• Evolution of the Marketing Concept
• Relationship between Marketing and Selling
• Scope of Marketing Management - Analyzing Opportunities, Selecting Target Segments, Developing Market Mix, Managing the Marketing Effort

Marketing Strategy and Planning
• Types of Marketing Strategies
• The Marketing Audit
• Competitive Analysis(PESTLE, PORTER, SWOT, TOWS)
• Marketing Plans and Planning

Advertising and Distribution
• Understanding the Communication Process
• Major Advertising Decisions, AIDA and the Buyer-Readiness Stages, Types of Media Research and Selection, Copy Illustration and Message Design
• The Sales Promotion Mix; Push versus Pull Strategies
• Physical Distribution and Channels of Distribution; Emerging Trends of Direct Marketing

Managing Product Life Cycles
• Introducing the Product Life Cycle Concept (PLC)
• Product and Promotion Mix Strategies Across the Stages of the PLC
• Analysis of a Relative Market Share Matrix

Market Segmentation
• Basis of Market Segmentation
• Positioning and Targeting for Results
• Tips for Successful Segmentation

Marketing Research
• Marketing Research Defined
• The Marketing Research Process
• Types and Sources of Data
• Designing, Analyzing, Interpreting, and Reporting the Research Findings

The Scandinavian Academy for Training Center adopts the latest scientific and professional methodologies in training and human resource development, aiming to enhance the efficiency of individuals and organizations. Training programs are delivered through a comprehensive approach that includes:

- Theoretical lectures supported by PowerPoint presentations and visual materials (videos and short films).
- Scientific evaluation of participants before and after the program to measure progress and knowledge acquisition.
- Brainstorming sessions and practical role-playing to simulate real-life scenarios.
- Case studies tailored to align with the training content and participants work nature.
- Assessment tests conducted at the end of the program to evaluate the achievement of training objectives.

Each participant receives the training material (both theoretical and practical) in printed form and saved on a CD or flash drive. Detailed reports, including attendance records, final results, and overall program evaluations, are also provided.

Training materials are prepared professionally by a team of experts and specialists in various fields. At the end of the program, participants are awarded a professional attendance certificate, signed and accredited by the Scandinavian Academy for Training Center.

Program Timings: 9:00 AM to 2:00 PM

The program includes:

- A daily buffet provided during the sessions to ensure participants comfort.
- A closing ceremony on the final day to distribute certificates and celebrate participants achievements.
- **Note: All prices are exclusive of 15% Value Added Tax (VAT).**

Our Success Partners

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