

Certified Professional Marketing Management Program

2026 0000000 4 - 0000000 30
Baku (Azerbaijan)

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Day 2 - Digital Marketing Mastery

- Overview of digital marketing channels and integrated strategies
- Content marketing and search engine optimization SEO
- Social media strategy, engagement, and community building
- Email marketing, automation, and lifecycle campaigns

Day 3 - Data-Driven Marketing

- Marketing analytics, dashboards, and performance metrics
- Customer data management, privacy, and governance
- Predictive analytics and data-driven modeling
- A/B testing, experimentation, and optimization techniques

Day 4 - Integrated Marketing Communications

- Brand management and strategic storytelling
- Multichannel and omnichannel marketing strategies
- End-to-end marketing campaign planning and execution
- Public relations fundamentals and crisis communication

Day 5 - Marketing Innovation & Leadership

- Emerging marketing technologies AI, AR, VR, automation
- Customer experience design and journey management
- Leading marketing teams and cross-functional collaboration
- Ethical marketing practices and responsible decision-making

Individual Impact

Participants will leave the program with:

- A comprehensive, actionable marketing strategy tailored to their organization
- Stronger digital marketing and analytics capabilities
- Greater confidence in making data-driven marketing decisions
- Enhanced ability to design engaging customer experiences
- Improved leadership skills for managing modern marketing teams

Organizational Impact

Organizations will benefit through:

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A graphic of a chessboard with several chess pieces. A large gold king piece is in the foreground, with a silver pawn and a gold pawn behind it. The board is checkered, and there are concentric circles in the background.

- More strategic and results-driven marketing initiatives
- Improved customer targeting, engagement, and retention
- Better use of data to guide marketing investment decisions
- Stronger brand positioning and integrated communications
- Increased marketing effectiveness and return on investment

Training Methodology

The program uses a highly practical, application-focused learning approach, including:

- Real-world marketing case studies and best practices
- Hands-on workshops and campaign design exercises
- Practical tools, templates, and analytics frameworks
- Group discussions and peer learning
- Expert-led sessions grounded in current marketing realities

Beyond the Course

After completing the program, participants will be ready to:

- Lead strategic marketing initiatives with clarity and confidence
- Leverage digital channels and data to drive measurable growth
- Innovate customer engagement and experience strategies
- Contribute as strategic partners to business leadership and decision-making

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