BLACKBIRD FOR TRAINING

Strategic Marketing Essentials for Non-Marketing Leaders

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Edinburgh (UK)



Strategic Marketing Essentials for Non-Marketing Leaders

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Why This Course

Marketing is no longer the responsibility of marketing departments alone. Today, managers and professionals across all functions are expected to understand marketing fundamentals, contribute to customer-focused decisions, and align their work with market realities. Without a solid grasp of marketing strategy, even strong technical or operational decisions can miss their intended impact.

The **Strategic Marketing for Non-Marketing Professionals Program** is an intensive one-week course designed to demystify marketing and make it practical, accessible, and actionable. It equips participants with essential marketing knowledge and strategic thinking skills needed to support business growth, collaborate effectively with marketing teams, and make informed decisions.

Through practical exercises, real-world case studies, and hands-on applications, participants learn how marketing works in practice—and how to apply it directly within their roles and organizations.

What You'll Learn and Practice

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

- Understand core marketing concepts and how they support business success
- Analyze markets, customers, and competitors using practical frameworks
- Contribute to the development and execution of effective marketing strategies
- Apply basic digital marketing and social media techniques
- Measure marketing performance using relevant KPIs and data
- Collaborate more effectively with marketing teams and external partners

The Program Flow 1-Week Structure

Day 1 - Introduction to Strategic Marketing

- What marketing really is and why it matters for all professionals
- Core marketing concepts and strategic frameworks
- Understanding the marketing mix 4Ps
- Aligning marketing initiatives with organizational goals



Day 2 - Market Analysis & Consumer Behavior

- Fundamentals of market research and analysis
- Segmentation, targeting, and positioning STP
- Understanding consumer behavior and buying decisions
- Developing practical buyer personas

Day 3 - Developing Marketing Strategies

- Crafting clear and compelling value propositions
- Brand positioning and brand management basics
- Pricing strategies and tactical considerations
- Distribution channels and route-to-market fundamentals

Day 4 - Digital Marketing & Social Media

- Overview of key digital marketing channels
- Content marketing and SEO fundamentals
- Social media marketing strategies and platform selection
- Email marketing basics and marketing automation overview

Day 5 - Marketing Performance & Integration

- Defining and tracking marketing KPIs
- Using analytics for data-driven marketing decisions
- Integrating marketing efforts across departments
- Developing a simple, actionable strategic marketing plan

Individual Impact

Participants will leave the program with:

- A clear understanding of marketing concepts and terminology
- The ability to contribute confidently to marketing discussions and decisions
- A basic strategic marketing plan tailored to their organization
- Practical skills in digital marketing and customer-focused thinking
- Greater confidence when working with marketing teams and agencies

Organizational Impact

Organizations will benefit through:



- Stronger alignment between business functions and marketing strategy
- Better-informed decision-making across non-marketing roles
- More effective collaboration between departments
- Improved customer focus and market responsiveness
- Marketing initiatives that are better supported across the organization

Training Methodology

The program uses a practical, highly accessible learning approach, including:

- Real-world business and marketing case studies
- Hands-on exercises and group workshops
- Simple tools, templates, and strategic frameworks
- Interactive discussions and applied learning
- Expert-led sessions focused on real organizational challenges

Beyond the Course

After completing the program, participants will be ready to:

- Apply marketing thinking in everyday business decisions
- Support and strengthen organizational marketing initiatives
- Communicate more effectively with customers, partners, and internal teams
- Contribute to business growth through customer- and market-driven insights

