Program Overview

In today’s business world, rapid change has become a fact. The increasing influence of the customer, the rise of data as a strategic asset, a reimagined competitive landscape, extended global reach, and many other evolutionary changes promise to transform the future of marketing. In this increasingly dynamic context, marketers need to stay on top of this shifting environment and gain a deep knowledge of the skills required to advance.

The Advanced Marketing Management program provides participants with a thorough understanding of the business landscape to articulate and predict which markets, products, service, or execution strategies will deliver growth. This diploma is crafted as a transformational journey, where participants accumulate marketing proficiencies through eight meticulously planned courses, extending over four sequential stages: analysis, strategic decisions, execution, and evaluation.

The program is a unique opportunity for participants to gain the competencies they need to become disruptive marketing leaders who can generate value for their customers and growth for their organizations.

Key Benefits

- **Analyze** the business environment; customers, competitors, and company capabilities
- **Identify** relevant market opportunities and threats
- **Understand** how to approach and capitalize on market opportunities for superior value creation
- **Create** powerful and effective marketing plans that support business goals
- **Formulate** winning marketing strategies for B2C and B2B
- **Design** and execute effective marketing programs (4Ps) for a superior customer experience
- **Evaluate** and appraise marketing performance
- **Practice** and develop 21st-century skills: critical thinking, collaboration, communication and creativity
## Program Outline

### Core Courses

#### Analysis

<table>
<thead>
<tr>
<th>Course</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumer Behavior (24hrs)</td>
<td>Explore consumer behavior and the purchase decision process from need arousal, through brand evaluation and attitude development up to purchase decisions, and post-purchase evaluation. Examine the internal and external influences affecting this decision process, along with the digital technologies and the role they play in re-shaping consumer behavior.</td>
</tr>
<tr>
<td>Analysis and Evaluation 1 – External Analysis (24hrs)</td>
<td>Undertake an effective external strategic audit examining the dynamic business environment. Explore the external factors; industry, market, competitors, and potential customers, as well as the dynamic interaction of all such factors in impacting the performance of an organization and the formulation of its business and marketing strategies.</td>
</tr>
<tr>
<td>Analysis and Evaluation 2 – Internal Analysis (24hrs)</td>
<td>Assess marketing-related resources and capabilities as sources of competitive advantage and acquire the proficiency to apply a detailed internal audit on marketing strategies, activities, performance, systems, and organization.</td>
</tr>
</tbody>
</table>

#### Strategy

<table>
<thead>
<tr>
<th>Course</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing Strategy (24hrs)</td>
<td>Deep dive into the latest concepts related to developing winning marketing strategies - from target market choices and competitive positioning to effective value proposition design and relevant marketing mix initiatives.</td>
</tr>
<tr>
<td>Brand Strategy (24hrs)</td>
<td>Develop an effective brand strategy, employing a broad range of tools and models to build and grow equity. Leverage various marketing programs, with the critical ability to assess brand performance from financial as well as non-financial perspectives.</td>
</tr>
</tbody>
</table>
Program Outline

**Execution**

Managing Marketing Programs – Execution (24hrs)
Examine the process of managing marketing programs and effective execution, successfully delivering customer value through compelling product, price and channel decisions. Effectively manage a superior customer experience as the main driver of customer loyalty and equity.

Integrated Marketing Communications (24hrs)
Develop awareness and comprehension of the diverse communication approaches, with relevant focus on content marketing, as well as the skills to plan, develop, manage, and assess a communications campaign across various channels.

**Evaluation**

Marketing Performance and Organization (24hrs)
Develop a performance management approach using relevant financial and non-financial marketing metrics to guide the organization’s direction and understand different aspects of the marketing organization, change issues and effective marketing leadership.
Program Highlights

- 8 Core Courses
- 3 Business Acumen Courses

- Real-world case studies, applications, and simulations
- Dynamic group and peer-to-peer discussions
- Business-oriented assignments and projects

Who Should Attend

- Middle and Senior Marketing Managers, Brand Managers, Senior Marketing Planners and Strategists, Strategic Communication leads looking to advance their career in marketing to a higher level
- Middle Managers for commercial related functions (Business Development, Sales, Customer Service/Experience) who are planning a career shift or want to advance their marketing knowledge
- Marketing Directors aiming to establish advanced applicable knowledge of all aspects of marketing management

Business Acumen Self-Paced Online (3 Courses)

Effectively operating within a business setting and making a positive impact requires a certain set of skills and competencies. Explore critical 21st-century skills needed for today’s business world, enabling passion and speed in dealing with different business situations.

* For the most updated list of Business Acumen courses CLICK HERE
Admission Criteria

- Bachelor’s degree
- A minimum of 4 years of relevant work experience
- Proficiency in written and spoken English
- Holders of the professional certificate in sales and marketing from the AUC School of Business will be fast-tracked when applying for advanced marketing management diploma

Program Fees

- Core program courses fees: EGP 7,200 per 24hrs course
- Business Acumen online course fees: EGP 2,000 per course
- Total program investment: EGP 63,600

Certificate

Certificate of Completion from the School of Business will be granted to participants who complete at least 75% of the program’s total hours

CLICK HERE for payment options
Our Commitment

No matter where you are in your professional journey, at the AUC School of Business Executive Education, we design programs that support you every step of the way. There’s always something to learn at every stage of your career lifecycle. From the moment you start your journey, and throughout your career trajectory, we design our programs to enrich your knowledge and extend the horizons of your vision. At the AUC School of Business Executive Education, our mission is to help you reach your growth goals of self-fulfillment and actualization.

Our programs provide a world-class experiential learning experience in a collaborative environment of like-minded individuals. You will learn from acclaimed faculty members who deliver uniquely designed programs that offer practical solutions to business challenges. Ultimately, you will emerge with a new perspective that disrupts the status quo and generates creative solutions.

AUC School of Business

Acting as a knowledge bridge between Egypt and the rest of the world, the AUC School of Business boasts an unrivaled reputation as the top private business school in Egypt and one of the best in Africa and the Arab world. Belonging to the 1% of business schools worldwide endowed with a “triple-crown” accreditation (AACSB, AMBA, and EQUIS), the School is dedicated to shaping the business leaders, entrepreneurs, and change agents of tomorrow by harnessing leadership, integrity, ambition, and excellence.

AUC School of Business Executive Education

The AUC School of Business Executive Education was established in 1977 as a center of excellence to provide Egypt and the wider region with specialized executive education programs.

We offer a range of open enrollment programs and business solutions to individuals and corporates. The hallmark of our mission is constant evolution and reinvention, as we drive ourselves to maximize our impact, maintain our relevance, and stay ahead of the ever-changing business environment.

Since 2013, the School of Business has been ranked by the Financial Times (FT) as one of the best 75 business schools worldwide offering open enrollment executive education programs. In 2020, the AUC School of Business Executive Education ranked 67th, maintaining its position regionally as a platform for world-class education and globally as the only ranked school in the Arab region and one of only three in Africa.