ADVANCED MARKETING MANAGEMENT DIPLOMA

A TRANSFORMATIONAL MARKETING JOURNEY

execed@aucegypt.edu
15592
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Program Overview

Change is clearly becoming the foremost fact in today’s business world. The dominance of the customer, the rise of data as a strategic asset, competition being reimagined, more global reach, and many other changes promise to transform future marketing efforts.

With such an increasingly dynamic context, marketers should stay on top of those ever-shifting environments and master the critical skills needed to steer through them.

The evolved marketing leader is expected to understand the business landscape well enough to articulate and predict which markets, products, services, or execution strategies will deliver growth.

The Advanced Marketing Management Diploma re-frames those challenges and opportunities, providing participants with a deliberate balance between relevant conceptual knowledge and practical skills that helps them navigate their way to success.

The Diploma is uniquely designed 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.

This program is a distinctive opportunity for participants to attain the competence they need to become astute marketing leaders who can generate value for their customers and growth for their organizations.

Learning Outcomes

- 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, supporting business goals
- Formulate winning marketing strategies – for B2C and B2B
- Design and execute effective marketing programs (4Ps), resulting in superior customer experience
- Evaluate and appraise marketing performance
- Practice and develop 21st-century skills: critical thinking, collaboration, communication and creativity
Program Highlights

- 8 in-depth core courses
- 3 business acumen courses
- Real-world case studies and applications
- Dynamic group and peer-to-peer discussions
- Business-oriented assignments and projects

Participant Profile

- Middle and Senior Marketing Managers, Brand Managers, Senior Marketing Planners and Strategists, Strategic Communication leads - who aim to advance their career in marketing to the upper level, developing into advocates for leading change
- Marketing Directors aiming to establish advanced applicable knowledge of all aspects of marketing management
- 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
Program Outline

A. Core Courses

- **Consumer Behavior (24hrs)**

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.

- **Analysis and Evaluation 1 – External Analysis (24hrs)**

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.

- **Analysis and Evaluation 2 – Internal Analysis (24hrs)**

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.

- **Marketing Strategy (24hrs)**

Dive deep 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.

- **Brand Strategy (24hrs)**

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.
• 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 communication campaign in a multitude of channels.

• 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.

* B. Business Acumen (Self-Paced Online)

Effectively operating within a business setting and having a positive contribution require a certain set of skills and competencies.

The business acumen courses explore critical 21st-century skills needed for today’s business world, enabling passion and speed in dealing with different business situations.

In addition to the core program of eight courses, participants need to choose three courses out of a dynamic list of business acumen topics.

• Design Thinking
• Crisis Management
• Personal Branding
• Organizational Change

*The list of topics is dynamic; participants will need to check available courses at the time of admission.
Admissions Criteria

- A Bachelor’s degree.
- A minimum of 4 years of relevant work experience.
- Proficiency in written and spoken English

Program Fees and Registration

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

*For payment options, please refer to the payment section FAQs on our website or contact us on 15592
Program Logistics

- All core courses are split into 3hrs sessions, conducted twice per week.
- The 8 core courses are conducted sequentially one after the other.
- Participants need to complete one business acumen course per semester, in order to complete the required three courses throughout their academic year.
- Optimum program length: a total of 32 weeks spread over a full academic year.

Participants are advised to complete their certificate within the same cohort to maximize the value of group dynamics and program coherence.

Our Commitment

The AUC School of Business is committed to empowering all those in search of knowledge, growth and excellence. No matter where you might be in your journey, we will strive to support you through each and every step.

At every stage of your professional career, there’s something to learn. From the start of your journey as a young professional to the apex of your career as an expert, we’ve tailored programs that will enrich your knowledge and extend the horizons of your vision.

Consecutively 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. Ranking at 67 in 2020 and maintaining a leading position as a regional platform for world-class education, the School further imprints its international positioning on the world map as the only ranked school in the Arab region and one of only three in Africa.
About AUC School of Business

Acting as a knowledge bridge between Egypt and the rest of the world, the AUC School of Business boasts an unrivalled 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.

Executive Education

Established in 1966, the School of Business Executive Education has cemented its position as a pioneer in the area of management development, supporting the development needs of professionals and executives in private and public sector organizations. The programs are fuelled by a commitment to excellence and a sense of responsibility towards developing the community’s business leaders, entrepreneurs, policy makers, and society at large.

The AUC School of Business Executive Education is also equipped with a full-fledged business solutions unit. With off-the-shelf and customized training programs, as well as coaching and assessment services, the unit works to facilitate, enable and partner with businesses striving to achieve organizational excellence.