



# MANAGING MARKETING AGENCIES

*BUILDING A WINNING AGENCY-CLIENT RELATIONSHIP*

**APPLY NOW** 

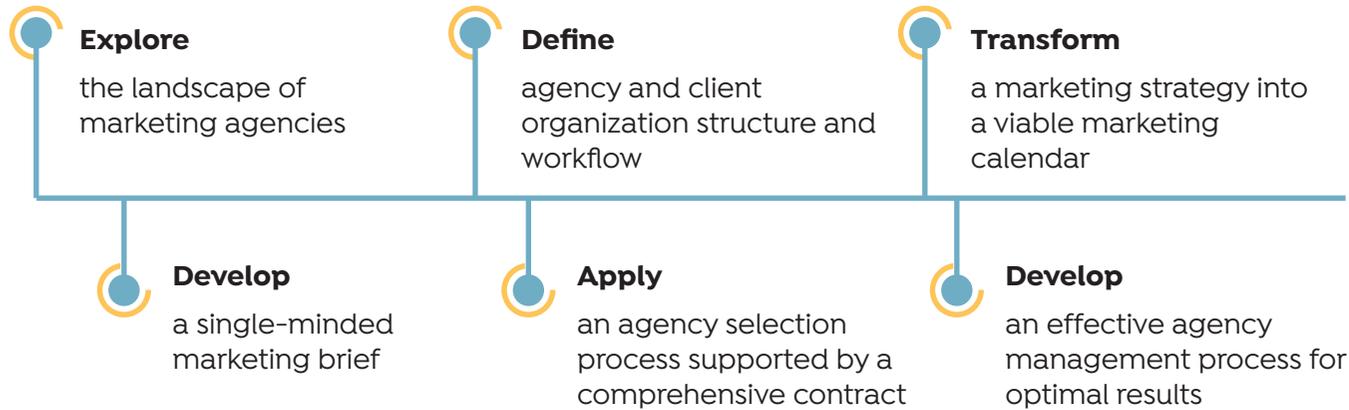
## Program Overview

The relationship between an organization and its agency is filled with potential pitfalls. From a vague brief to a lack of strategic direction, there are several challenges organizations need to address to be able to communicate efficiently with their agency.

This uniquely crafted program is the first of its kind with a specific focus on the client-agency relationship essential to build a successful brand. During the Managing Marketing Agencies program, participants will learn to take a strategic approach towards building a constructive partnership between the client and the agency, improving communications, and maximizing output and quality. The program takes a deep dive into the agency landscape, structure, and its various departments to ensure participants gain an understanding of client-agency dynamics and how to work together towards successful marketing campaigns and initiatives.

Participants will learn the tools for an efficient agency selection and onboarding process, management and evaluation of deliverables, developing a comprehensive marketing brief, and providing the agency with constructive feedback. The program utilizes interactive sessions, engaging assignments, relevant case studies, group discussions, global study reports, and an immersive agency visit for a comprehensive understanding of marketing agency operations.

## Key Benefits



## Program Highlights



*A full schedule will be shared upon registration*

## Program Outline



## Who Should Attend?

- Marketing heads, managers, and directors
- Brand managers
- Agency client servicing/account managers
- Agency staff moving to client side
- Marketing consultants/executives
- Executives making a career shift to marketing

## Admission Criteria

- Bachelor's degree
- Proficiency in written and spoken English
- A minimum of 2 years work experience or a degree in business/marketing

## Program Fees

- The tuition fee for the program is **EGP 9,900**  
(includes total tuition costs, materials, and a certificate of completion)

[CLICK HERE](#) for payment options

## Certificate

A certificate of attendance from the School of Business will be granted to participants who complete at least 75% of the program's total hours.



## 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 by offering open enrollment programs and business solutions to individuals and corporates.

Constant evolution and reinvention is the hallmark of our mission as we drive ourselves forward to increase our impact, maintain our relevance, and reflect the ever-changing business environment.

The School of Business has been ranked by the Financial Times (FT) as one of the best business schools worldwide that offer open enrollment executive education programs since 2013, ranking at 62 in 2023.

The AUC School of Business Executive Education is equipped with a full-fledged business solutions unit, with off-the-shelf and customized training programs, as well as coaching and assessment services.

The team works to facilitate, enable, and partner with businesses striving to achieve organizational excellence.

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