

## MANAGEMENT/ADMINISTRATION

## CMA

Certified Marketing Analyst (CMA)

It is impossible to successfully market any product today without examining the current situation and finding a way to overcome it. Even in the current climate, the world's largest companies and operators are investing heavily in the emerging markets to capture market share. The global marketplace has become an active investment market for foreign companies growth opportunities. In this environment, you need to have a clear understanding of your competitive differentiation and be able to create a strong and definitive brand proposition.

The training will uncover marketing strategies and technologies which are essential for success in the global changing competitive landscape.

Certification Issued By

**Leadership & Management Global Organization (LMGO - Switzerland)** The Leadership and Management Global Organization (LMGO ®) is a global provider of leadership development and management research and certifications. Ranked among the world's top providers of executive accreditation and standardization, LMGO helps clients leverage leadership and management to drive results that matter.

Learning Outcome

- ✓ Better comprehend the changing marketing environment for financial institutions in the Global Marketplace and Local region
- ✓ Understand the integral role of marketing in the development of new banking products and services
- ✓ Know how to deal with increased competitive pressure coming from the big global banks
- ✓ Understand customer behavior, segmentation and specific market and pricing strategies
- ✓ Learn how to position your institution to the most valuable high-net-worth Individuals
- ✓ Improve the components of effective relationship management
- ✓ Discover how to develop a multi-year marketing strategy for services and products in your organization
- ✓ Gain long term competitive advantage

Course Objectives

- ✓ The goal of this course is to provide you with diagnostic skills that can be immediately used upon return to your respective regional and international banks, marketing departments or agencies.
- ✓ You will learn to use demonstrated marketing strategies which will enable you to help your organization (or in the case of agencies - clients) compete in an increasingly competitive market.
- ✓ This course is also designed to enhance the documentation of marketing teams which will reduce planning time and enhance business cases to support new products and campaigns.

Membership BenefitsHigh Authority Council for Arab

**Managers HACAM** believes that this certificate will be a valuable resource for professionals within the Arab world in order to understand how these and other processes for organizational improvement are interrelated. HACAM provides training program in the Middle East and targets Managers of quality-focused organizations/industries, professionals aiming to increase their effectiveness/productivity and anyone interested in the field of quality.

Eligibility

You are qualified to take this certification if you have any of the below requirements:

- ✓ Must have at least one year experience in related field
- ✓ Bachelors or Masters Degree

Course Parts

- ✓ Setting The Scene
- ✓ The Role Of Marketing
- ✓ The Changing Marketing Environment For Banks And Institutions
- ✓ Marketing Research For Management Decision Making
- ✓ Developing And Using Market Intelligence
- ✓ What Kinds Of Information A Company Needs
- ✓ Methods Of Gathering Information
- ✓ Managing Company Information
- ✓ Understanding Consumer Behavior And Its Impact On Marketing In The Services Arena
- ✓ Understanding Consumer Behavior
- ✓ Segmentation And Targeting
- ✓ Developing New Banking Products And Services
- ✓ Pricing Strategies
- ✓ Brand Marketing And The Marketing Mix
- ✓ Brand Management
- ✓ Designing The Marketing Mix
- ✓ Relationship Marketing And Customer Relationship Management
- ✓ Creating And Sustaining Relationship Strategies
- ✓ Multi-Channel Relationships

How To Register?

- ✓ [Register Online](#) or
- ✓ Fill-up the [registration form](#) and visit the Institute, with the following requirements then pay the necessary fees.
  - passport copy
  - 1 copy of passport size photo
  - eligible certificate copy

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