Mini Master in Sales and Marketing Management

Introduction

The **Mini Master in Sales and Marketing Management** program is designed to equip professionals with the advanced tools, models, and theories necessary for mastering the art of building strong, influential brands. This comprehensive course blends strategic theory with practical applications to address the modern challenges faced by sales managers and marketers.

Throughout the program, participants will explore high-value brands like **Prada** and **Ferrari**, which have perfected the ability to sell premium products at elevated prices. By understanding these examples, participants will gain insights into effective strategies that enhance brand value and influence.

Who Should Enroll?

This Mini Master is ideal for professionals looking to deepen their expertise in sales and marketing management, including:

- **Marketing professionals**
- **Public relations practitioners**
- **Marketing managers**
- **Sales managers**
- **Brand managers**
- **Business owners**
- **Sales professionals**

Course Objectives

Upon completion of this master’s-level training, participants will be able to:

- Learn effective techniques for interviewing and recruiting top sales talent.
- Build, manage, and evolve high-performing sales teams.
- Navigate the multifaceted challenges of a modern Sales Manager.
- Understand key marketing models and adjust the marketing mix effectively.
- Execute a successful marketing campaign from audit to segmentation, positioning, value creation, and capture.
- Strategically manage brand and product portfolios with a tactical marketing mix.

Targeted Competencies

At the end of this program, participants will be proficient in:

- Analyzing markets and creating effective **marketing strategies**.
- Grasping the full impact of the **marketing mix**.
- Leveraging the **sales process** and enhancing **personal time efficiency**.
- **Marketing planning and execution**.

- Performing a comprehensive **marketing audit**.
- Conducting in-depth **market research**.
- Understanding **customer needs** and gathering **business intelligence**.
- Developing strong **management and leadership skills**.

Course Content

Unit 1: Building and Selecting Sales Teams

- Techniques for **attracting, recruiting, and retaining top sales talent**.
- Interview skills and **appraisal techniques** for improving team efficiency.
- **Job requirement accuracy** and **effective succession planning**.
- Coaching techniques and managing **sales incentives**.
- Understanding different roles within a team: **leader**, **manager**, **coach**, and **mentor**.
- Strategies for **interdepartmental communication** and **team motivation**.
- Cultivating a strong **sales culture** within the organization.

Unit 2: Managing The Sales Team

- Implementing **educational strategies** to enhance team knowledge.
- Innovative **motivation techniques** and **out-of-the-box thinking**.
- Understanding the **4 stages of team development** and managing diverse **personality types**.
- Building capacity and resilience within the team.
- Exploring different **models of management** and personal management styles.
- **Situational leadership** and overcoming **personal change resistance**.

Unit 3: Marketing Definitions, Purposes, and Process

- Defining **What is Marketing?** and understanding its **model**.
- Identifying the issues raised by the **marketing model**.
- Writing a comprehensive **marketing plan** and performing a **strategic market audit**.
- Conducting **market research** and understanding the role of **research** in decision-making.
- Familiarity with key **analytical models** such as **PESTLE**, **Porter’s 5 Forces**, and **Directional Policy Matrix**.

Unit 4: Strategic Positioning

- Visioning and **objective-setting** for growth.
- Developing **growth strategies**:
  - **How** to grow?
  - **How** to compete?
  - **What** will drive growth?
  - **Who** will we serve?
- Understanding **brand positioning** and **brand architecture**.
- Analyzing the competitive environment and positioning the firm effectively.
- Developing a **value proposition** and executing **brand management** strategies.
- Aligning all aspects of the **marketing mix** and managing a **product**

portfolio for optimal profitability.

Unit 5: The Tactical Mix and Action Planning

- Conducting a **tactical audit** to assess customer satisfaction and promotional effectiveness.
- Managing a **portfolio** and understanding **product life cycle management**.
- Exploring **channel management** and **supply chain logistics**.
- Developing effective **campaign plans** and pricing strategies, including **competitive pricing** and **open book pricing**.
- Conducting a **marketing health check** and creating actionable **marketing plans** to drive performance.

Conclusion

The **Mini Master in Sales and Marketing Management** provides participants with advanced knowledge and practical skills to build influential brands, navigate modern sales challenges, and execute effective marketing strategies. Through the blend of strategic insights and tactical applications, participants will gain a comprehensive understanding of how to excel in marketing and sales, empowering them to create impactful brand strategies and high-performing sales teams.