



CENTRAL BANK OF EGYPT
Egyptian Banking Institute

Market Like a Pro

Customer Growth & Experience Excellence



10515



In-Class



16 hours

Course Description:

This course provides a practical and strategic understanding of marketing as a core business function, not just a department. Participants will learn how to analyze markets, understand customer needs, and design effective marketing strategies that drive growth and competitive advantage.

The program covers key marketing concepts, including segmentation, targeting, positioning, and the marketing mix, while also exploring how organizations create value, differentiate from competitors, and sustain long-term success. By the end of the course, participants will be able to translate marketing theory into actionable plans that improve customer engagement, strengthen market positioning, and contribute directly to business performance.

Target Audience:

Marketing Professionals from junior to senior level

Course Objectives:

By the end of this course, participants will be able to:

- Define marketing as a strategic business function and explain its role in driving organizational success.
- Analyze market environments including customers, competitors, and external factors influencing business performance.
- Apply core marketing concepts such as segmentation, targeting, and positioning to identify and reach the right audience.
- Design effective marketing strategies using the 4Ps (Product, Price, Place, Promotion).
- Differentiate between products and solutions and align offerings with customer needs and value perception.
- Evaluate pricing strategies based on customer value, competition, and cost structures.
- Identify and assess distribution channels and market entry considerations.
- Develop targeted promotional strategies using appropriate marketing channels and tools.

- Analyze sources of competitive advantage and recommend strategies to sustain it.
- Create a basic marketing action plan aligned with business goals and measurable outcomes.

Course Outline:

Module 1: Foundations of Marketing

- What is marketing? (modern vs traditional view)
- Marketing vs sales
- Marketing as a strategic function
- Core marketing concepts (needs, value, exchange, relationships)

Module 2: Understanding the Market Environment

- Internal vs external environment
- Key market forces (economic, social, technological, competitive)
- Market dynamics and business impact
- Identifying opportunities and threats

Module 3: Customer Insight & Market Analysis

- Market research fundamentals
- Understanding customer needs, wants, and behavior
- Market segmentation
- Target market selection

Module 4: Positioning & Value Creation

- Positioning strategies
- Building a strong value proposition
- Product vs solution mindset
- Brand perception and differentiation

Module 5: Product Strategy & Lifecycle Management

- Defining the product as a bundle of benefits
- Product lifecycle stages
- Introduction of new products
- Portfolio analysis (e.g., BCG Matrix)



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Module 6: Pricing Strategy & Profitability

- Price vs value perception
- Factors affecting pricing decisions
- Cost, competition, and customer willingness to pay
- Pricing objectives and profitability

Module 7: Distribution & Market Access (Place)

- Channel selection and management
- Market entry considerations
- Barriers to entry
- Customer accessibility and logistics

Module 8: Promotion & Marketing Communication

- Purpose of promotion
- The promotional mix
- Selecting the right channels
- Measuring marketing effectiveness

Module 9: Competitive Advantage & Strategy

- Sources of competitive advantage
- Differentiation strategies
- Innovation and positioning
- Sustaining competitive advantage

Module 10: Marketing Planning & Execution

- Linking marketing to business goals
- Developing a simple marketing plan
- Setting measurable objectives
- Monitoring and continuous improvement

Assessment Strategy:

Participants will be informally assessed based on their interaction during sessions and their participation in the group exercises.

Course completion will grant participants:

1.3 CEUs

Course Language:

- Training Material: English
- Facilitation: Bilingual

Prerequisites:

None