

## **Marmara University & Business Management Institute**

### **The Emerging CMO / Strategic Marketing Management Certificate Program**

**Dates:** 26 March – 24 April 2016

**Place:** Balmumcu - Point Hotel / Istanbul

**Duration:** 5 Weekends – 10 Days (Saturday – Sunday)

#### **Purpose of the Program**

Strategic Marketing Management – The Emerging CMO Program aims to prepare marketing department professionals for the top marketing position (CMO position) in a company. So on, program is focused to develop strategic perspective, leadership skills and marketing management knowledge of the experienced marketing department professionals.

10 day long program includes all the competencies and technical knowledge which will be need for a marketing leadership position in a company. The Emerging CMO: Strategic Marketing Management Program combines marketing knowledge with strategic thinking and leadership skills. During the program, participators will work closely with the best academicians of Turkey in the area of marketing. Also they will have the opportunity to participate coaching and experience transfer sessions of industry's leading CMOs.

#### **Targets**

Strategic Marketing Management – The Emerging CMO Program will;

- Transfer the marketing strategies and technical knowledge needed for the CMO position
- Develop strategic thinking skills and strategic marketing management competency
- Introduce CMO's strategic position and importance for the company
- Strengthen leadership skills and management competencies
- Inform on new techniques and methodologies in marketing, strategy, and leadership
- Lead to gain a greater understanding of current trends in marketing

#### **Participant Profile**

The Emerging CMO Program is ideal for those who aspire to become strategic CMOs. It's specifically designed for: Senior marketing executives with at least 7 years of work experience, at least 5 years of marketing management experience, and a level of managerial responsibility within the organization.

At least university graduates in relevant area with at least 5-7 years of marketing management experienced professionals will be suitable for the program.

#### **Certification**

Participants who follow at least %70 of the program and who succeed in the final exam, will be rewarded by Marmara Universities' official "Strategic Marketing Leader Certificate".

## **Program Content**

Generally following topics will be discussed in the certificate program, which will last a total of 10 days.

- **CMO's Role and CMO's Importance in Strategy Building**
- **Effect of CMO'S Vision to Company Strategy**
- **Current Trends in Marketing & Digital Communication**
- **Strategic Management & Strategic Thinking**
- **Strategic Marketing Management**
- **Market Research Techniques**
- **Marketing Technologies & Information Systems**
- **Customer Analysis & Customer Management**
- **Customer Segmentation**
- **Customer Relationship Management**
- **Customer Experience**
- **Product Development & Management**
- **Brand Management & Branding Strategies**
- **Marketing Communication & Advertising Strategies**
- **Effective Advertising & Media Planning**
- **Digital Marketing Management**
- **International Marketing & Competency Strategies**
- **Traditional Communication vs. Digital Communication**
- **Future of Marketing & Digital Era**
- **Public Relations & Corporate Communications**
- **Reputation Management & Social Responsibility**
- **Employer Branding Management**
- **Technology & Information Management for Marketing**
- **Marketing Function Strategy & Vision**
- **Marketing Function Performance & Reporting**
- **CMO & Leadership**
- **Management Structure & CMO Vision**
- **CMO - CEO Interaction**
- **CMO & Innovation & Technology**

- **Case Studies & Success Stories**

**Trainers & Speakers**

Through 10 day long program, participants will be trained by the best academicians of Marmara University in the area of marketing and Turkey's most successful marketing executives.

- |                            |                            |                                   |
|----------------------------|----------------------------|-----------------------------------|
| - Wolfgang Haak            | - Nivea Beiserdorf Türkiye | - General Manager                 |
| - Mert Başar               | - Turk Telekom             | - CMO                             |
| - Birim Gönülşen           | - Hürriyet                 | - Chief Marketing Officer         |
| - İsmail Bütün             | - Nestle                   | - Beverages Group General Manager |
| - Boğaç Göncü              | - Sahibinden.com           | - Chief Marketing Officer         |
| - Prof. Dr. Sahavet Gürdal | - Marmara Üniversitesi     | - BA / Marketing                  |
| - Dr. Ahmet Başçı          | - Marmara Üniversitesi     | - BA / Marketing                  |
| - Dr. Ceyda Aysuna         | - Marmara Üniversitesi     | - BA / Marketing                  |
| - Prof. Dr. Aypar Uslu     | - Marmara Üniversitesi     | - BA / Marketing                  |
| - Prof. Dr. Mehmet Tıǧlı   | - Marmara Üniversitesi     | - BA / Marketing                  |
| - Doç. Dr. Azra Bayraktar  | - Marmara Üniversitesi     | - BA / Marketing                  |
| - Prof. Dr. Serdar Pirtini | - Marmara Üniversitesi     | - BA / Marketing                  |
| - Doç. Dr. Şakir Erdem     | - Marmara Üniversitesi     | - BA / Marketing                  |
| - Yenal Gökyıldırım        | - MediaMarkt               | - CEO                             |
| - Olcay Gündüz             | - BioPharma                | - CEO                             |
| - Tülin Karabük            | - Arçelik                  | - Chief Marketing Officer         |
| - Can Emci                 | - Samsung                  | - Chief Marketing Officer         |
| - Yasin Altunkaya          | - Data Expert              | - Partner & Managing Director     |