



### Workshop on Marketing Management

February 2 - 6, 2026, 1<sup>st</sup> Run: Lagos & Port Harcourt

August 3 - 7, 2026, 2<sup>nd</sup> Run: Lagos & Abuja

For Tutor -Led Class: 9am – 4:30pm

**Workshop fee: Lagos:** N350, 000,

**Abuja / Port Harcourt:** N400, 000 per Participant

**Delivery Mode:** In-person / Live Virtual / Hybrid

**Online course fee:** N300, 000 per Participant

**Available for In-plant Training**

**700 USD for foreign  
Participants**

### Program Overview:

Marketing Management is designed to equip participants with the fundamental principles and practices of modern marketing. This course explores the strategic role of marketing within organizations and focuses on the processes involved in creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

The Marketing Management program has been designed to offer a broad overview of the fundamental areas in the marketing process. The approach is a blend of theory and practical application which permits immediate implementation in the workplace.

### For Whom:

This program is designed for those currently involved in the marketing area, either as a marketing/ product manager or in one of its many allied functions - sales management, advertising, market research, customer service or business planning.

### Learning Objectives:

At the end of the program, participants will be able to:

- explain the core concepts and theories of marketing management.
- develop skills in market analysis, customer segmentation, and targeting.
- learn how to formulate effective marketing strategies to achieve organizational goals.
- explore the role of digital marketing and its integration into overall marketing strategy.
- gain insights into consumer behavior and decision-making processes.
- master the art of brand management and positioning.
- explain the importance of marketing metrics and analytics in measuring campaign effectiveness and ROI.
- learn how to manage marketing teams and collaborate effectively with other departments.

### Course Outline:

#### Day 1: Marketing Management: Overview

- Fundamental Concepts of Marketing
- The Marketing Process

#### Marketing Environment

- Micro and Macro Environment
- Environmental Scanning

#### Consumer Behavior

- Factors Influencing Consumer Behavior
- Decision-Making Process

#### Market Research

- Types of Market Research
- Data Analysis Techniques
- Qualitative and Quantitative Analysis
- Interpreting and Reporting Research Findings

#### Day 2: Segmentation, Targeting, and Positioning (STP)

Human Capital Associates Global Consult Ltd is Accredited by Nigeria Council for Management Development (NCMD)

Lagos: Human Capital Associates Global Consult Ltd: Acme House 2nd Floor, Ogba Industrial Scheme, Ogba, Ikeja – Lagos

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## Market Segmentation

- Segmenting Consumer and Business Markets

**Targeting:** Selecting Target Markets

### Positioning

- Developing a Positioning Strategy
- Differentiation and Positioning Maps
- Case Studies and Practical Applications

## Day 3: Marketing Mix – Product

### Product Strategy

- Product Life Cycle
- New Product Development

**Branding:** Packaging and Labeling

### Product Management

- Product Line and Mix Decisions
- Case Studies and Practical Applications

### Marketing Mix – Price

- Pricing Strategy
- Factors Affecting Pricing Decisions
- Pricing Methods and Approaches
- Cost-Based, Value-Based, and Competition-Based Pricing
- Pricing Strategies
  - Penetration, Skimming, and Psychological Pricing
- Case Studies and Practical Applications

## Day 4: Marketing Mix – Place (Distribution)

- Distribution Channels
- Types and Functions

### Channel Management

- Selecting, Managing, and Motivating Channel Members

### Logistics and Supply Chain Management

- Importance and Strategies
- Case Studies and Practical Applications

### Marketing Mix – Promotion

- Integrated Marketing Communications (IMC)
- Components and Role in Marketing Strategy

### Advertising and Public Relations

- Techniques and Effectiveness

### Sales Promotion and Personal Selling

- Methods and Strategies
- Digital Marketing
- Online Advertising, Social Media, and Content Marketing

## Day 5: Strategic Marketing and Plan Development

### Strategic Marketing Planning

- Developing Marketing Strategies

### Marketing Plan Components

- Structure and Key Elements

### Implementation and Control

- Monitoring and Evaluating Marketing Performance

**Class exercise:** Presentation of strategic Marketing plans

**Training Methodology:** Lectures, discussions, exercises, case studies, audio-visual aids will be used to reinforce these teaching/learning methods.

### LOCATIONS

1 - HCA Learning Centre. Acme House 2nd Floor, 23, Acme Road, Ogba, Industrial Scheme, Ikeja, Lagos, Nigeria

2 – FAB By Toprank Hotel, Opposite Old Federal Secretariat Area 1, Garki, Abuja.

3 – Pakiri hotel Ltd., 4 Okwuruola Street, off Stadium Road, Rumuola, Port Harcourt, Rivers State.

In-plant Fee Negotiable

### WORKSHOP FEE:

**Workshop fee: Lagos: N350, 000 per Participant, VAT-N26,250**

**Abuja / Port Harcourt: N400, 000 per Participant, VAT-N30,000**

Note: this covers Workshop Fee, Tea/coffee break, Lunch, course materials and certificate of attendance.

Payment should be made into our Accounts:

Account Name: Human Capital Associates Global Consult Ltd.

Union Bank of Nig. PLC: Account No: 0097961537

First Bank of Nig. PLC: Account No: 2033683960

Keystone Bank Ltd.: Account No: 1007150325

**For Booking / Enquiry, Call: 234-8051365946, 234-7087578814**

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