



Workshop on Marketing Management

February 2 - 6, 2026, 1st Run: Lagos & Port Harcourt

August 3 - 7, 2026, 2nd 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 U\$D 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)

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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, Ogbia, 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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