



**Workshop on Managing the Marketing Process:  
(Strategic Marketing Management Program)**

February 23 – 27, 2026, 1<sup>st</sup> Run: Lagos & Abuja  
August 31 – Sept. 4, 2026, 2<sup>nd</sup> Run: Lagos & Port Harcourt

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 is the soul of every business organization and concerned managers and executives need to review and upgrade their professional skills. This workshop will deal with issues and techniques relating to planning, implementation and control phases of the marketing process, the kind of issues marketing strategists face in organizations in achieving growth and success in the marketing place.

**For whom:**

Middle and Senior Managers responsible for brand management, new product marketing, client servicing, credit and marketing, treasury functions and market promotions

**Learning objectives:**

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

- \* identify how successful marketing managers allocate their limited resources, both in theory and in practice;
- \* appreciate the three-marketing plan framework;
- \* identify what makes an effective marketing plan and the problems that is associated with it;
- \* organize a marketing department and identify the role of a product manager; and
- \* evaluate and control marketing programs.

**COURSE OUTLINE:**

**Day 1: The Planning Phase of the Strategic Marketing Process**

- Developing effective Marketing plan
  - Situation Analysis / Market Research
  - Market-Product Focus and Goal Setting
- Understanding the Marketing Communication Mix
- Problems in Marketing Planning & Strategy

**Day 2: The Implementation Phase of the Strategic Marketing Process**

- Understanding the Rules of Competition and Positioning
  - Customer perception of value creation
  - Marketing Perception: The Mind Share, the Market Share
- Allocating Marketing Resources
  - Committing Resources

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

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- Organizing for Marketing
- The role of a Product Manager

### **Day 3: Marketing Communications Mix strategy**

- Using the 7 Ps to attract and manage customers
- Introduction to Digital Marketing Platforms
- The Control Phase of the Strategic Marketing Process
- The Marketing Control Process
  - Measuring Results,
  - Sales Analysis
  - Profitability Analysis,
  - The Marketing Audit

### **Day 4: Managing the Sales Force to Achieve Results**

- Understanding the sales people's work habits
- Motivating the sales People
- Training the Sales People

### **Day 5: Fundamentals of digital marketing (The Future of Marketing is here)**

- Traditional vs digital marketing:  
Overview of Digital Marketing
- Developing and Executing an E-Marketing Plan
  - Creating a digital marketing framework:  
how to execute and measure results
- Digital tools and channels – SEM, SEO and measuring tools such as Google Analytics
- Strategies on choosing the right channel and tools based on your goals
  - Digital display and programmatic advertising
  - Digital Display and Banner  
Advertising explained
- Digital marketing campaign creation
  - Targeting: contextual targeting and user interest explained – deciding who sees which banners
  - Formats – sizes and formats of banners to give most effective results
- Digital campaign process: using keyword research tools in planning
  - Hands-on approach: how to create a campaign
- Remarketing: using banners to follow users who have shown interest

### **Training Methodology**

Lectures, discussions, exercises, case studies, audio-visual aids will be used to reinforce these teachings/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

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