

# Marketing manager certification course

**ORSYS certification + optional DiGiTT® remote certification**

**Practical course - 8d - 56h00 - Ref. KMK**

**Price : 4620 € E.T.**

This cycle will provide you with the fundamental skills and knowledge you need to implement your company's marketing strategy. You'll learn how to build and optimize your marketing mix, draw up your marketing plan and use various analysis and communication tools. You'll also see how to set up dashboards to manage and monitor your various actions. Finally, you'll discover how to integrate digital into your marketing strategy.

## Teaching objectives

**At the end of the training, the participant will be able to:**

- ✓ Acquire fundamental marketing concepts
- ✓ Define marketing strategy and product positioning
- ✓ Build and optimize your marketing mix
- ✓ Draw up the marketing plan and determine monitoring indicators
- ✓ Know the main tools used to implement a digital strategy

## Intended audience

Directeurs, responsables et collaborateurs des services marketing et toutes les personnes impliquées dans des projets de marketing stratégique ou opérationnel.

## Prerequisites

No special knowledge required.

## Practical details

### Hands-on work

Theoretical input, exchanges and feedback. Case studies and practical exercises.

### Teaching methods

The CLE course must be taken at the beginning of the cycle, and the other courses can be taken in any order.

## PARTICIPANTS

Directeurs, responsables et collaborateurs des services marketing et toutes les personnes impliquées dans des projets de marketing stratégique ou opérationnel.

## PREREQUISITES

No special knowledge required.

## TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

## ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

## Course contents

This course consists of the following modules :

### Marketing Keys

Ref. CLE - 3 days

★ 4 / 5

### Digital marketing: Implementation strategies

Ref. MKD - 2 days

★ 4 / 5

### Marketing Manager Certification

Ref. KZZ - 0.5 day

★ 3 / 5

## Course schedule

### 1 Carry out a marketing diagnosis

- Marketing and its scope.
- Steps in the marketing process: market, needs, products and services, segmentation...
- The different types of marketing: strategic, operational, product, relationship...
- Marketing plans: strategic, business, operational...
- Internal diagnosis: company identity sheet, analysis of skills and functions.
- Portfolio analysis: Pareto and BCG models.
- External diagnosis: environmental analysis, competitor classification, etc.

#### Case study

Construction d'une analyse SWOT.

### 2 Developing a marketing strategy

- Defining objectives using the SMART method.
- Strategy models: Igor Ansoff, Mac Kinsey, Porter...
- Choice of product/market combinations.
- RFM segmentation: Recency, Frequency, Amount.
- Actions: segments to invest in, develop, maintain, abandon.
- Targeting strategies: indifferenciation, differentiation, concentration.
- Product positioning: definition, criteria and opportunities.

#### Case study

Elaboration d'un mapping de positionnement.

### 3 Building a marketing mix

- The product life cycle and curve.
- Pricing: demand and elasticity coefficients, acceptability price, break-even calculation...
- Place: the choice of distribution channel.
- Promotion: advertising, sales promotion, direct marketing...
- Communication: targets, budget...
- The others "P": People, Proof and Process.

#### Hands-on work

Building a marketing mix.

## TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

## TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

## ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.

#### 4 Build a marketing plan and develop dashboards

- Development of a marketing plan and action monitoring indicators.
- Annual Operational Plan and Sales Action Plan.
- Action planning.
- Operational implementation.
- Dashboards: indicators, selective distribution, format, explanation of discrepancies...

##### Exercise

Building the structure of a product launch plan.

#### 5 Use marketing analysis tools

- The marketing information system.
- Qualitative and quantitative studies.
- Competitive intelligence and environmental analysis.
- CRM tools.
- The added value of the offer.
- Positioning mapping.

##### Exercise

Use of marketing analysis tools.

#### 6 Understanding the tools of the marketing mix

- Supply mix tools: product life cycle, specifications, testing...
- The tools of the communication mix: the communication plan, indicators, dashboards...
- Price mix tools: elasticity of demand, price level, pricing, yield...
- Distribution mix tools: distribution channels, merchandising, trade marketing...
- Sales force tools: the sales action plan (CAP), sales support tools...

##### Exercise

Build a communication plan.

#### 7 Drawing up an operational marketing plan

- The fields of action of operational marketing.
- Implementation of an operational marketing plan.
- The key points of an on and offline advertising campaign: copy strategy, media planning...
- Production of sales aids: product sheets, sales pitches, leaflets, etc.
- Event communication management: events, public relations...
- Designing a direct marketing campaign: mailing, telemarketing...

##### Exercise

Development of an operational marketing plan.

#### 8 Managing operational marketing

- Taking new customer behaviors into account.
- Controlling and measuring results.
- Definition of indicators according to actions and objectives.
- Creating a dashboard: indicators, flashing lights, alerts...

##### Hands-on work

Creation of an operational marketing dashboard.

## 9 Integrating digital tools into marketing

- The evolution and challenges of digital business.
- The shift from product-centric to customer-centric.
- Site design methodologies: personas, responsive, UX design...
- New real-time customer relations tools.
- Social media strategy: presence on social networks, natural and paid search engine optimization...

## 10 Understanding marketing trends

- The relationship program in the digital age: new customer segmentation and a modified life cycle.
- Campaign management tools: personalization and multi-terminal scenarios.
- Data at the heart of digital advertising.
- Programmatic buying: how it works, bricks and ecosystem.
- Audience planning: purchasing methods, transparency, targeting and personalization.
- From e-commerce to digitalized points of sale: connected stores.
- The Internet of Things, emerging technologies and their medium-term impact.

## Options

### Certification : 190€ HT

La certification DiGiTT® est en option lors de l'inscription à cette formation et s'articule en 3 étapes : le passage d'un Diag® avant la formation, l'accès à une digithèque permettant l'apprentissage des concepts et notions pour chaque compétence digitale, puis le passage de l'examen de certification. Celui-ci se compose d'un test de 90 min disponible en anglais et en français. Le résultat atteste de votre niveau de compétences sur 1000 points (débutant, intermédiaire, avancé, expert). Le seul suivi de cette formation ne constitue pas un élément suffisant pour garantir un score maximum à l'examen. La planification de ce dernier et son passage s'effectuent en ligne dans les 4 semaines qui suivent le début de votre session.

The certification option comes in the form of a voucher or invitation that will allow you to take the exam at the end of the training course.

## Dates and locations

### REMOTE CLASS

2026 : 25 Mar., 25 Mar., 27 Apr., 18 May, 15 June, 15 June, 23 Sep., 23 Sep., 26 Oct., 18 Nov., 9 Dec., 9 Dec.

### PARIS LA DÉFENSE

2026 : 25 Mar., 27 Apr., 18 May, 15 June, 23 Sep., 26 Oct., 18 Nov., 9 Dec.

### LILLE

2026 : 25 Mar., 15 June, 23 Sep.