

MARKETING ESSENTIALS & CONTENT STRATEGY

"Master the Fundamentals of Marketing and Build a Powerful, Consistent Content Strategy"

Schedule

Date	Venue	Fees
04 - 06 Feb 2026	Dubai, UAE	USD 2495 per delegate
03 - 05 Mar 2026	Doha, Qatar	USD 2495 per delegate
28 - 30 Jul 2026	Doha, Qatar	USD 2495 per delegate
06 - 08 Oct 2026	Doha, Qatar	USD 2495 per delegate

► Available delivery methods: Face-to-Face & Online Training

Introduction

Marketing today is not just about creativity—it's about strategy, consistency, and delivering the right message at the right time. In a cluttered media landscape, businesses must build strong foundations in core marketing principles while crafting engaging content strategies that speak directly to their audience.

This course equips participants with essential marketing knowledge and the tools to develop powerful content strategies. Through practical exercises and real-world frameworks, attendees will learn how to analyze market needs, position their brand, and create content that drives measurable engagement and growth.

Objectives

By the end of this course, participants will be able to:

- Understand and apply core marketing principles and tools
- Define market segments and tailor messaging accordingly
- Build a content strategy that aligns with business goals and brand identity
- Develop editorial calendars and multi-channel content plans
- Measure the effectiveness of marketing and content campaigns

Why Attend

- Strengthen your understanding of core marketing frameworks
- Learn to design consistent, customer-focused content strategies
- Get hands-on experience in messaging, campaign design, and positioning
- Access templates and checklists for content planning and tracking
- Gain a structured approach to brand storytelling and engagement

Target Audience

This program is designed for:

- Marketing officers and coordinators
- Communication and brand professionals
- Content creators and campaign managers
- Small business owners and entrepreneurs
- Professionals transitioning into marketing roles

Individual Benefits

Key competencies that will be developed include:

- Market analysis and segmentation
- Brand messaging and positioning skills
- Content planning and calendar development
- Multi-channel communication techniques
- Campaign measurement and optimization

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Improved campaign consistency and message alignment
- More strategic content production across teams and platforms
- Greater efficiency in marketing workflows and planning
- Higher customer engagement through targeted messaging
- Clearer marketing ROI through better tracking and reporting

Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings - Marketing foundations, brand identity, and content principles
- Case Studies - Global and regional examples of successful content marketing
- Workshops - Market segmentation, messaging development, and content planning
- Peer Exchange - Collaborative feedback and ideation sessions
- Tools - Templates for content calendars, messaging maps, and performance dashboards

Course Outline

DETAILED 3-DAY COURSE OUTLINE

Training Hours: 7:30 AM - 3:30 PM Daily Format: 3-4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 - 02:00

Day 1: Marketing Fundamentals and Brand Positioning

- Module 1: The Role of Marketing in Business Growth (07:30 - 09:30) • Understanding the marketing mix and strategy hierarchy • The evolving role of marketers in digital and B2B environments
- Module 2: Customer Segmentation and Targeting (09:45 - 11:15) • Tools for identifying market segments and personas • Tailoring offerings to segment needs
- Module 3: Crafting a Compelling Value Proposition (11:30 - 01:00) • Developing positioning statements and key brand messages
- Module 4: Workshop - Market Mapping (02:00 - 03:30)

Day 2: Content Strategy and Communication Planning

- Module 1: Building a Content Strategy Framework (07:30 - 09:30) • Aligning content goals with audience expectations and brand identity
- Module 2: Content Types, Formats, and Funnels (09:45 - 11:15) • Blog posts, videos, social media, email, infographics, etc.
- Module 3: Creating Editorial Calendars (11:30 - 01:00) • Scheduling content across platforms and campaigns
- Module 4: Workshop - Designing a Campaign Plan (02:00 - 03:30)

Day 3: Measuring Marketing Impact and Content Performance

- Module 1: Setting KPIs and Tracking Success (07:30 - 09:30) • Key performance indicators and data sources
- Module 2: Tools for Analytics and Reporting (09:45 - 11:15) • Using dashboards to monitor engagement and conversions
- Module 3: Content Optimization (11:30 - 01:00) • A/B testing, audience feedback, and content repurposing
- Module 4: Final Presentation & Wrap-up (02:00 - 03:30) • Participants share their content strategy proposals and receive feedback

Certification

Participants will receive a Certificate of Completion in Marketing Essentials & Content Strategy, confirming their proficiency in building foundational marketing strategies and designing content plans that deliver brand value and business results.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
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Interested in running this course for your team?

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