

MARKETING MINDSET BOOTCAMP

“Building the Strategic, Creative, and Analytical Thinking Required for High-Impact Marketing”

Schedule

Date	Venue	Fees
15 - 17 Apr 2026	Dubai, UAE	USD 2495 per delegate

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

Introduction

Today’s marketers must possess more than just technical knowledge—they need a powerful mindset that blends creativity, customer empathy, data awareness, and strategic thinking. The Marketing Mindset Bootcamp is designed to reframe how professionals think, act, and lead in marketing roles by instilling a performance-oriented, insights-driven, and customer-centric perspective.

This highly interactive 3-day bootcamp equips participants with the mindset and skill set to adapt in a fast-changing marketing landscape, make confident decisions, collaborate effectively, and deliver marketing strategies that drive real business results.

Objectives

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

- Develop a proactive and strategic marketing mindset aligned with business goals
- Translate customer needs and market data into actionable marketing strategies
- Build brand narratives that connect emotionally and perform commercially
- Use creativity, critical thinking, and experimentation to improve campaigns
- Collaborate across teams and lead with marketing purpose and clarity

Why Attend

- Shift from a tactical to a strategic approach in marketing execution
- Build confidence in leading campaigns, presentations, and marketing innovation
- Learn modern tools and techniques used by high-performing marketing teams
- Explore the psychology behind customer engagement and brand behavior
- Strengthen your role as a value creator and brand ambassador

Target Audience

This program is designed for:

- Marketing and brand executives, officers, and coordinators
- Business owners and startup teams handling their own marketing
- Product managers and content strategists
- Sales professionals transitioning into marketing roles
- Anyone aiming to develop a high-performing marketing mindset

Individual Benefits

Key competencies that will be developed include:

- Strategic thinking and campaign planning
- Customer journey mapping and insight extraction
- Emotional branding and message framing
- Cross-functional collaboration and leadership in marketing
- Confidence in ideation, pitching, and decision-making

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Improved marketing effectiveness and consistency across channels
- Increased collaboration between marketing and other departments
- Stronger customer engagement strategies and brand positioning
- More agile marketing planning aligned with company objectives
- Culture of creativity, testing, and continuous improvement in teams

Instructional Methodology

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

- Strategy Briefings - Marketing mindset, strategic branding, and growth frameworks
- Case Studies - Dissecting high-impact campaigns and creative failures
- Workshops - Brand persona design, message mapping, and concept development
- Peer Exchange - Group ideation, feedback sessions, and pitch simulations
- Tools - Customer journey templates, campaign planning boards, and messaging models

Course Outline

Training Hours: 07:30 AM - 03:30 PM Daily Format: 3-4 Learning Modules | Coffee Breaks: 09:30 & 11:15 | Lunch Break: 01:00 - 02:00

Day 1: The Strategic Marketer’s Mindset

- Module 1: Marketing as Business Leadership (07:30 - 09:30) • The mindset difference: order taker vs. value driver • Understanding the business-marketing connection
- Module 2: Understanding Your Customer (09:45 - 11:15) • Customer empathy, behavior mapping, and insights • Personas, pain points, and emotional drivers
- Module 3: Workshop - Building a Marketing Mindset Map (11:30 - 01:00) • Define and apply your new mindset to a business case

Day 2: Creativity, Communication, and Brand Purpose

- Module 4: Crafting Compelling Brand Messages (07:30 - 09:30) • Emotional storytelling and brand archetypes • The science of message retention and impact
- Module 5: Creative Thinking in a Strategic Context (09:45 - 11:15) • Structured creativity: from ideation to execution • Brainstorming tools, frameworks, and testing
- Module 6: Workshop - Pitch & Presentation Practice (11:30 - 01:00) • Present and refine a marketing campaign concept

Day 3: Collaboration, Metrics, and Execution

- Module 7: Marketing Metrics and Decision Making (07:30 - 09:30) • Leading with insight: KPIs, ROI, and experimentation • Avoiding data paralysis with actionable analytics
- Module 8: Team Alignment and Agile Execution (09:45 - 11:15) • Working across teams: marketing, sales, product • Agile marketing principles and execution sprints
- Module 9: Workshop - Final Bootcamp Simulation (11:30 - 01:00) • Build and present a complete mini-campaign from insight to pitch

Certification

Participants will receive a Certificate of Completion in Marketing Mindset Bootcamp, validating their readiness to lead with creativity, data, and strategic clarity in fast-paced marketing environments.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
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