



Workshop on Marketing for Non-Marketing Managers

April 14 – 18, 2025, 1st Run: Lagos & Abuja

October 6 – 10, 2025, 2nd Run: Lagos & Port Harcourt

For Tutor -Led Class: 9am – 4:30pm

Workshop fee: N300, 000 per Participant

For online: Delivery via Zoom

Online course fee: N250, 000 per Participant

Available for In-plant Training

**700 U\$D for foreign
Participants**

Program Overview:

In today's business environment, understanding the fundamentals of marketing is essential for all managers, regardless of their specific functional roles. "Marketing for Non-Marketing Managers" is a comprehensive training course designed to equip non-marketing professionals with the knowledge and skills needed to effectively contribute to marketing strategies and decisions within their organizations.

The new competition demands integrated strategies with a high premium placed to those managers who understand the "role" and interrelationships between various functions within the larger corporate context.

This program will equip functional managers who are not currently in the marketing area who desire a broad overview of the role of marketing, and those new to a marketing role. It provides an outstanding entrepreneurial overview to the marketing process.

For Whom:

This course is designed for non-marketing managers and professionals who wish to gain a deeper understanding of marketing principles and practices. It is particularly beneficial for Operations managers, Finance managers, Human resources professionals, IT managers, Project managers, and Business development managers

Learning Objectives:

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

- explain and speak the language of marketing within their organizations.
- collaborate effectively with marketing teams and contribute valuable insights to marketing strategies.
- make informed decisions that align with broader marketing objectives and business goals.
- apply fundamental marketing concepts to their day-to-day responsibilities, enhancing overall organizational effectiveness.

Course Outline:

Module 1: Introduction to Marketing

- Overview of Marketing: Definition and role within organizations.
- Key Concepts: Understanding market segmentation, targeting, and positioning.
- Importance for Non-Marketing Managers: How marketing affects various departments and overall business strategy.

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

Lagos: Human Capital Associates Global Consult Ltd: Acme House 2nd Floor, Ogba Industrial Scheme, Ogba, Ikeja – Lagos

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24/7 Lines: +234-8068933608 (WhatsApp), +234-8029170491 & +234-8145745664(WhatsApp) & +234-9112830607

Understanding Consumer Behavior

- Understanding Consumer Decision Making: Factors influencing consumer choices.
- Buying Process: Steps from awareness to purchase.
- How consumer behavior insights can inform decision-making in other areas.

Day 2: Module 3: Marketing Strategy

- Developing a Marketing Strategy: Basic frameworks and components.
- Market Research: Importance of data-driven decisions.
- Competitive Analysis: Understanding competitors and positioning.

Day 3: Product and Brand Management

- Product Lifecycle: Managing products from introduction to decline.
- Brand Management: Building and maintaining brand equity.
- Innovation and New Product Development: How new products are conceptualized and launched.

Day 4: Promotion and Communication

- Integrated Marketing Communications: Overview and strategies.
- Advertising and Public Relations: Basics and their impact.
- Digital Marketing: Importance of online presence and digital strategies.

Pricing and Distribution Strategies

- Pricing Strategies: Factors influencing pricing decisions.
- Distribution Channels: Understanding distribution options and logistics.
- Channel Management: Coordinating with sales and distribution teams.

Day 5: Metrics and Analytics

- Marketing Metrics: Key performance indicators (KPIs) and their relevance.
- Analytics Tools: Introduction to tools for measuring marketing effectiveness.
- Interpreting Data: How to use analytics to make informed decisions.

Practical Applications and Case Studies

- Case studies from different industries.
- Group Exercises: Applying concepts

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, Ogba, Industrial Scheme, Ikeja, Lagos, Nigeria

2 - Pearls Learning Hub, Plot 756, Opposite Divine Hand of God Ministry, Area 1, Garki, Abuja.

3 - Pakiri hotel Ltd., 4 Okwuruola Street, off Stadium Road, Rumuola, Port Harcourt, Rivers State.

Open Course Fee: N300, 000

In-plant Fee Negotiable

WORKSHOP FEE:

N300, 000 per participant, VAT –N22, 500

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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