



CMO

## **Strategic Marketing Management Certificate Program**

Emerging Leader CMO | CMO Development Program  
BMI Executive Education

# About the Program

Strategic Marketing Management – Emerging Leader CMO Program, aims to enhance business professionals experienced in marketing and related areas, with a robust set of skills in strategy, marketing expertise and leadership, in order to prepare them for the senior level marketing positions within the organizations. In this regard, it aims to train well-qualified CMOs who has strong leadership and strategic thinking capabilities, supported by deep knowledge on current business and marketing trends.

Program content focuses on theoretical knowledge, social skills and management competencies that required for being a successful CMO in today's business world. During this 10-day executive education program, participants will work with leading experts and academicians of Turkey in areas of marketing, public relations, corporate communication and brand management. Moreover, through coaching and experience sharing sessions with outstanding CMO's and management consultants of the industry, they will review up-to-date examples and cases, and obtain practical knowledge and competencies to lead their organization through globalization and growth.

**Program Length: 60 Hours (4 Weekend) | Location: Istanbul / Turkey**

**Frequency – Sessions: 2 Times / Year – Q2 and Q4 | Capacity: Max. 20 Participants\***

\* In order to keep diversity of the participant profile, for each session, applications are reviewed regarding the industry, level and function of the applicants. Thus to secure your seat at the program we highly suggest applicants to apply in advance or reserve a seat at the upcoming session.

## Objectives

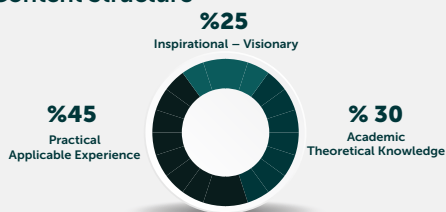
**Strategic Marketing Management Certificate Program empowers it participants by:**

- Developing necessary marketing and management know-how for becoming a successful CMO,
- Keeping up with emerging trends and methodologies on marketing management and communication strategies,
- Improving communication, mentorship, and leadership skills that will be required for managerial positions,
- Enhancing your capabilities to develop marketing strategy and planning that would lead your organization to its objectives,
- Enabling to lead your organization and your team in elevating to a strategic and innovative perspective on marketing and related issues,
- Gaining a greater understanding of current trends in marketing and global economy, prepares for upcoming changes and digital transformation,

### Focus Areas



### Content Structure



# Who Should Attend?

This executive education program is designed to develop business professionals experienced in marketing, PR, branding, communication and other related areas. Business professionals, who have at least five years of experience in these areas, and who work as a middle – senior level managers in their institutions or are nominated as manager candidates, are suitable applicants for this program.

In addition to this, participation of SME owners, board members, general managers and senior manager in other departments such as sales, technology, and finance, who wish to develop themselves on strategic finance management, are also accepted as suitable profiles for this program.

## Participant Profile

### Top 5 Industries

|     |                                   |
|-----|-----------------------------------|
| %28 | Fast Moving Consumer Goods        |
| %22 | IT Services and Software          |
| %12 | Retail and Retailing Services     |
| %11 | Industrial & Electrical Equipment |
| %9  | Insurance Services                |
| %26 | Other                             |

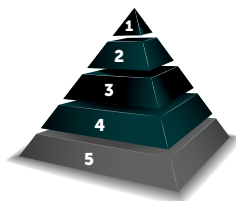


### Top 5 Business Titles

|     |                      |
|-----|----------------------|
| %22 | Brand Manager        |
| %18 | Marketing Manager    |
| %14 | Sales Director       |
| %11 | Marketing Specialist |
| %9  | Marketing Director   |
| %20 | Other                |

### Organizational Level

|     |  |
|-----|--|
| %40 | Level 3 – Mid-Level Executives, Managers, Assistant Manager      |
| %30 | Level 4 – Senior Specialists, Consultants, Team Manager          |
| %20 | Level 2 – Senior Executives, Directors, Department/Function Head |
| %10 | Level 1 – C-Level Executives, General Managers, Board Members    |
| %0  | Level 5 – Specialist, Assistant Specialist, Analyst              |



\*Based on organization and title information of business professionals who have participated to the program within the last three years (last six sessions).

**For further information please get in touch with our education consultant.**

# Program Content

**Lead the development of your organization and contribute to its success, with the Emerging Leader CFO Executive Education Program that harmonize marketing expertise, strategic thinking and leadership skills.**

## **Who is CMO? - CMO and Management**

### **Strategy and Strategic Management**

- Responsibilities of Modern CMO in the management of the organization
- Strategic Role, Duty and Objectives of CMO
- Impact of CMO Perspective to Organizational Strategy – Strategic Leader CMO
- Main Responsibilities of Marketing Function, CMO and Functional Management

## **CMO, Technology, Digital World, Current Issues and Trends in Marketing**

- Digital Communication vs. Conventional Communication
- CMO – CTO Relationship, Marketing in the Digital World
- Digital Trends and Future of Marketing Strategies
- New Approaches in Marketing and Strategic Marketing Management

## **Corporate Communication, PR, Social Responsibilites and Digital Communication Strategies**

- PR Strategies, Crisis and Risk Communication Management
- Corporate Social Responsibility, Sponsorship Relationships Management
- Corporate Brand, Reputation Management, Relationships with Press and Media
- Digital Communication Strategies, Digital PR, Digital Reputation Management

## **Strategic Brand Management, Creating, Enlarging and Managing a Brand**

- Brand, Elements of a Brand, Strategic Brand Management Techniques
- Brand Positioning Strategies, Positioning Failures and Tips
- Journey of a Brand, From Creating a Brand to Managing Brand Portfolio

## **Marketing Information Systems, Market Research, Data to Strategic Decision in Marketing**

- Data Need for Maarketing Strategy, Importance of Data and How to Manage
- Market Research, Techniques, New Trends and Practical Examples
- Creating a Marketing Information System, Data Analysis for Decision Making
- Big Data, Data Analytics, Turning Data into Value – Knowing your customers

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# Program Content

## **Customer Management, Loyalty and Complaint Management, Customer Experience**

- Knowing the customer, understanding and managing their behaviour
- Building up loyal customers and Customer Loyalty System Practices
- Developing Vision for Customer Relationship Management, Segmenting & Targeting
- Customer Experience Journey, Outstanding Customer Experience

## **International Marketing and Competition Strategies**

- International Markets - Entry Strategies, International Marketing Processes
- Brand and Product Management in International Markets
- Competition Strategies in International Markets & Practical Examples
- Global Marketing and CMO, Managing a Global Brand

## **Managing Advertisement Strategy & Digital Marketing and Advertisement Management**

- Integrated Marketing Communication, Traditional, Digital, Mobile Channels
- Advertisement Strategy, Efficient Advertisement, Media Planning and Analyzing
- Digital Marketing and Social Media Management, Digital Advertisement Techniques
- Digital Marketing Case Studies & Practical Examples

## **CMO, Strategy and Leadership**

- CMO's Area of Responsibility, Team Management and Leadership
- CMO Vision and Perspective for Organizational Development
- Marketing Function Objectives, Strategy and Vision
- Board – CMO Relationships & CMO as s Strategic Partner
- Developing World an CMO, Digital Transformation and CMO

## **CMO Career Planning & C-Level Career Management**

## **Strategic Marketing Management - Case Study / Workshop**



# Faculty

During this 10-day executive education program, participants will work with leading experts and academicians of Turkey in areas of marketing, public relations, corporate communication and brand management. Moreover, through coaching and experience sharing sessions with outstanding CMO's and management consultants of the industry, they will review up-to-date examples and cases, and obtain practical knowledge and competencies to lead their organization to compete and growth.

|                                 |  |
|---------------------------------|--|
| <b>Bariş Erdim</b>              | Toyota Turkey – Chief Marketing Officer            |
| <b>Birim Gönülşen</b>           | Visa – South Eastern Europe Regional CMO           |
| <b>Çağnur Uçtu</b>              | Media Markt Turkey – Chief Marketing Officer       |
| <b>Mert Başar</b>               | Global Ports Holding – Chief Commercial Officer    |
| <b>Boğaç Göncü</b>              | Bircom – Chief Marketing Officer & Board Member    |
| <b>İsmail Bütün</b>             | Türk Telekom – Chief Commercial Officer            |
| <b>Serdar Keskin</b>            | The Others Agency – Chief Experience Officer       |
| <b>Emrah Adıatar</b>            | Tick Tock Boom Agency – Marketing & Cus. Care Dir. |
| <b>Hülya Varlık</b>             | Tanı Pazarlama – Chief Executive Officer           |
| <b>Sedat Kılıç</b>              | Related Digital – Chief Executive Officer          |
| <b>Gökçe Kunt</b>               | Danone Su – Chief Marketing Officer                |
| <b>Yasin Altunkaya</b>          | Data Expert Executive Search – Partner             |
| <b>Dr. Ahmet Başçı</b>          | Marmara University – Associate Professor           |
| <b>Doç. Dr. Ceyda Aysuna</b>    | Marmara University – Associate Professor           |
| <b>Doç. Dr. Azra Bayraktar</b>  | Marmara University – Associate Professor           |
| <b>Prof. Dr. Serdar Pirtini</b> | Marmara University – Professor                     |
| <b>Prof. Dr. Banu Karsak</b>    | Galatasaray University – Professor                 |
| <b>Prof. Dr. Aypar Uslu</b>     | Galatasaray University – Professor                 |
| <b>Prof. Dr. Şakir Erdem</b>    | Marmara University – Professor                     |

\*Guest speakers and business executives are arranged each session, regarding to the participants industry, level and function diversity.

For the next sessions guest speaker list please get in touch with education consultant.

## Certification & Alumni Community

Participants who follow the program courses at the rate of %70 and who succeed in the exam at the end of the program will be entitled to the official “Strategic Marketing Management” Certificate by BMI Business School.

On leaving the Emerging Leader CFO Program, you become a full member of the BMI Alumni Community, which is open only to graduates of our Executive Education participants. In this regard, BMI Alumni Community Members can attend to workshops, seminars and events organized specially organized for this community to ensure life-long education objective. Members of this community also benefits from special discount rates for participation in all training, conference and summit programs organized by BMI.

## Pricing & Registration

For the academic year of 2021, program tuition fee is determined as 6.300 TRY + VAT.

- Tuition fee includes all educational materials, all-day refreshments and lunch.
- Early registration period is 30 days before the start date of the program, early registrations benefits %10 discount rate.
- Group participation of three or more people, benefits %10 discount rate.
- BMI Alumni Community Members benefits %25 discount rate for participation to the program.
- It is not possible to cancel your registration until 10 days before the start of the program.

In order to register for the program, the application form must be filled in completely and sent to the training advisor. Applications then will be reviewed by the admissions committee, in order to observe diversity of the participant profile and in terms of relevance with the prerequisites of the program.

Candidates admitted to the program, then will be directed to complete the payment and registration process.

## Further Information & Contact Us

**Program Coordinator – Aysel Yapar / BMI Education Consultant**

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In today's business world, marketing function is experiencing a significant change to become effective, data-driven, and measureable, because of the globalization and digitalization trends. In this respect, responsibilities areas of CMOs constantly expanding, and they now need to develop themselves on diverse issues such as customer experience, data analytics, digital communication and strategic decision making.

**Emerging Leader CMO – Strategic Marketing Management Certificate Program,**

unlike conventional marketing and brand management trainings, develops its participants in order to be able to; strategically evaluate challenges and opportunities within the market, analyze organization-wide concerns and objectives, enable to position the marketing function in a strategic role to lead organizational development and growth. After the program, you will return to your organization, with a robust set of skills to lead your organization through globalization, competition and growth.



# Turkey's Leading Business School

**BMI Business School Istanbul Headquarters**

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