



Mini MBA
in
Marketing

Take your skills to the next level with the Mini MBA in Marketing



Book next session

14 September 2021

£1,450+VAT/user



mba.marketingweek.com



BROUGHT TO YOU BY
Professor Mark Ritson

Mark Ritson

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What is the Mini MBA?

The Marketing Week Mini MBA in Marketing is an MBA standard, CPD accredited course that gives you the tools and expertise to supercharge your career.

With 10 on-demand modules covering the same content taught at top business schools, you'll learn the strategy, structure and processes to create successful campaigns.

Over 12,000 marketers and professionals have completed the course since its inauguration in 2016 with overwhelmingly positive feedback across every intake and an average NPS score of +76.



10 on-demand lessons covering the core MBA marketing modules



Biweekly interactive Q&A sessions with Mark Ritson



Access to HBR and Marketing Week case studies



MBA standard end-of-term assessment



Flexible learning



Mini MBA certificate and 36 CPD points

Who is it for?

Over 12,000 Marketers and Brand Managers of all backgrounds, educational levels and nationalities, have benefitted from the Mini MBA series.

From managers and executives to L&D teams, the Mini MBA is sure to meet your needs with over 94% of our alumni feel more confident, 95% feel more inspired and 92% feel more effective as a result of doing the Mini MBA in Marketing.



Managers & Executives

Broaden your skills and move into wider marketing strategy.



Career movers

Understand the strategy, structure and process behind winning marketing campaigns.



Senior Marketers

Get high level strategic lessons from one of the world's leading marketing consultants.



L&D Teams

Give your marketing teams the knowledge, skills and confidence to be the best they can be.

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About us

We've teamed up with award-winning columnist Professor Mark Ritson to bring you a unique online learning experience. Mark has taught at some of the world's leading business schools, including MIT Sloan School of Management, London Business School and Melbourne Business School.

The Mini MBA in Marketing is a CPD accredited, MBA standard course. Covering the same core modules as leading MBA programmes, but in just 10 lessons, it will give you the tools you need to do your job better.

As we are a registered provider with the CPD Standards Office, students completing the MW Mini MBA in Marketing will be issued with a CPD Certificate of Attendance, which can be used within their formal record for a professional body, institute, or employer.

“It's the best money I've ever spent on myself from a self-development point of view. Genuinely made me understand the industry I work in better and made me better at what I do.”

Gary Lamont
Head of Creative - Bauer Media



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Mark Ritson

Armed with a BSc and PhD in Marketing from Lancaster University, the UK's oldest and most venerated marketing department, Mark has spent the past 25 years teaching marketing to MBA students at some of the world's leading business schools.

Some of these business schools include London Business School (ranked 7th among international schools), MIT Sloan School of Management (ranked 6th among US schools) and Melbourne Business School, Australia (ranked 80th among international schools).

Not only has he taught on these prestigious programs but his teaching has been widely acclaimed with Mark winning the teaching prize at each of these institutions.

He has worked globally as a private marketing consultant for clients that have included Baxter, Loewe, McKinsey, PepsiCo, Subaru, Eli Lilly, Donna Karan, Shiseido, Johnson & Johnson, Sephora, Benefit and Unilever.

His co-authored research on pricing was cited by George Akerlof during his Nobel Prize acceptance speech.



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Syllabus



Module 01

Market Orientation

Customer focus / Business culture / Predictive marketing

Module length: 45 mins

Resources: 4

Study time: 2 hrs



Module 02

Market Research

Research design / Qualitative methods / Quantitative methods / Backwards market research

Module length: 40 mins

Resources: 4

Study time: 2 hrs



Module 03

Market Segmentation

Market mapping / Demographics / Firmographics / Behavioural

Module length: 47 mins

Resources: 4

Study time: 2 hrs



Module 04

Targeting

Strategic decisions / Mass marketing / Target segment portraits / Targeting criteria

Module length: 41 mins

Resources: 5

Study time: 2 hrs



Module 05

Positioning

Brand position / Articulation / Disruptive execution / Perceptual maps

Module length: 53 mins

Resources: 6

Study time: 2 hrs



Module 06

Objectives

Purchase funnel / The right objectives / Strategic decision making

Module length: 44 mins

Resources: 4

Study time: 2 hrs



Module 07

Product

Product creation / Product assessment / NPS scores

Module length: 53 mins

Resources: 4

Study time: 2 hrs



Module 08

Price

Price settings / Using quantitative models to set a price / Discounting and price wars

Module length: 42 mins

Resources: 4

Study time: 2 hrs



Module 09

Integrated Marketing Communication

The S curve / Profitability matrix / Price setting / Elasticity

Module length: 45 mins

Resources: 4

Study time: 2 hrs



Module 10

Distribution

Omnichannel / Direct vs indirect channel models / D2C sector

Module length: 50 mins

Resources: 5

Study time: 2 hrs



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Module 1

Market Orientation

Module length: 45 mins | *Resources:* 4 | *Study time:* 2 hrs

Getting your head on straight before we even begin is fundamentally important. Start to think from the vantage point of the customer first and not the products, communications, and sales (that come further down the line).

It sounds simple. It's not. Many well-known companies have failed this first step. Get it right and you throw open the door into the wide world of marketing and start your marketing journey.



Watch video →

Develop tools to build, deliver and protect market orientation

Understand the definition and drivers of market orientation

Understand the competing orientations that often hinder success





Module 2

Market Research

Module length: 40 mins | *Resources:* 4 | *Study time:* 2 hrs

If Market Orientation is about digging deeper into your customer needs, Market Research is about filling the hole with insights and lessons from the market.

It's about choosing the right research methodologies and combining them together to get a full picture of who your customer really is, what they want and how they behave.



Watch video →

Learn to build a market knowledge system to feed strategy

Review the core methods of market research

Understand research architecture from quant to qual





Module 3

Market Segmentation

Module length: 47 mins | *Resources:* 4 | *Study time:* 2 hrs

All of your customers are different. This poses an important question.

Do you treat the whole market the same or try and give individual customers exactly what they want?

Truth is, only selecting one won't set the marketing world alight.

Learn how to pattern the market based on our insights from Module 2 and define the distinct groups you do, and equally crucial, do not want to target.



Watch video →

Build a complete segmentation of a specific market

Understand the role segmentation plays in superior marketing

Appreciate the different segmentation methods and their genesis





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Module 4

Targeting

Module length: 41 mins | *Resources:* 4 | *Study time:* 2 hrs

At this stage, it's time to get the cross hairs out for Targeting as our first advance into strategy.

Choosing who do we target and, crucially, who do we not target is the first fundamental of strategy. It will determine yours and your business' success.



Watch video →

Understand the central strategic role of targeting

Appreciate the “long and the short” dynamics within marketing

Develop two-speed approach blending mass and targeting together





Module 5

Positioning

Module length: 53 mins | *Resources:* 6 | *Study time:* 2 hrs

This is where we define what our business stands for, what we want it to represent, and what we want it to be for our target segment(s).

We need to think about three things: what do they want, what can we offer, and who and what are our competitors offering. This will help us find the correct position for our products to be successful.



Watch video →





Module 6

Objective Setting

Module length: 44 mins | Resources: 4 | Study time: 2 hrs

What are our objectives, top-of-funnel, bottom-of-funnel, awareness, preference, repeat purchase?

What are the levers we are going to pull for growth and how do we know what success looks like? This is a crucial decision-making moment for marketing success and a central piece of your strategy.



Watch video →

Appreciate the process of strategic decision making

Understand the importance of the purchase funnel

Enable the identification and articulation of the right set of objectives





Module 7

Product Development

Module length: 53 mins | *Resources:* 4 | *Study time:* 2 hrs

Now we have defined and understood everything about our strategy we need to make sure that the product we are selling fits into it perfectly.

So, how do we listen to the customer and design, develop or augment our products so they exactly fulfil the promises we have made to the market?



Watch video →

Learn the importance of brand and product rationalization on company performance

Understand the different types of product creation

Apply touchpoint and net promoter score approaches to drive product assessment





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Module 8

Pricing

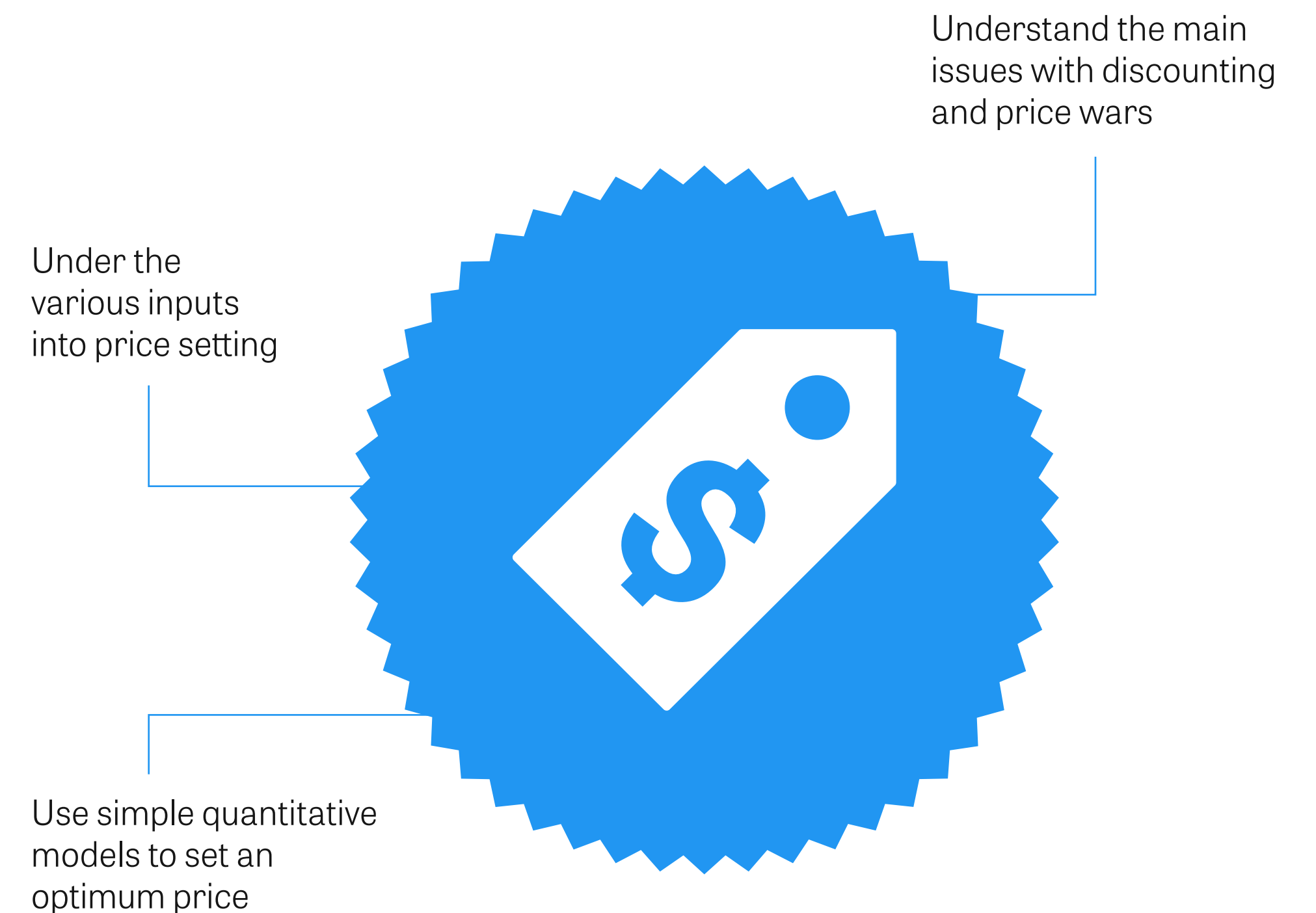
Module length: 42 mins | *Resources:* 4 | *Study time:* 2 hrs

There are few more important concepts than pricing. Yet it is also staggering how many so-called marketers neglect it.

We can all sell, but doing so at a level that achieves a sustainable profit is an entirely different matter. Learn how price should be calculated, set and then communicated. Understanding the power of price is one of the key lessons of marketing.



Watch video →





Module 9

Integrated marketing communications

Module length: 45 mins | *Resources:* 4 | *Study time:* 2 hrs

After all the work done and positioning ourselves for success, it's time to think about tactics.

How do we communicate about our product or service to the marketplace? What combination of traditional or digital channels will help us create that most important of things, a successful marketing campaign.

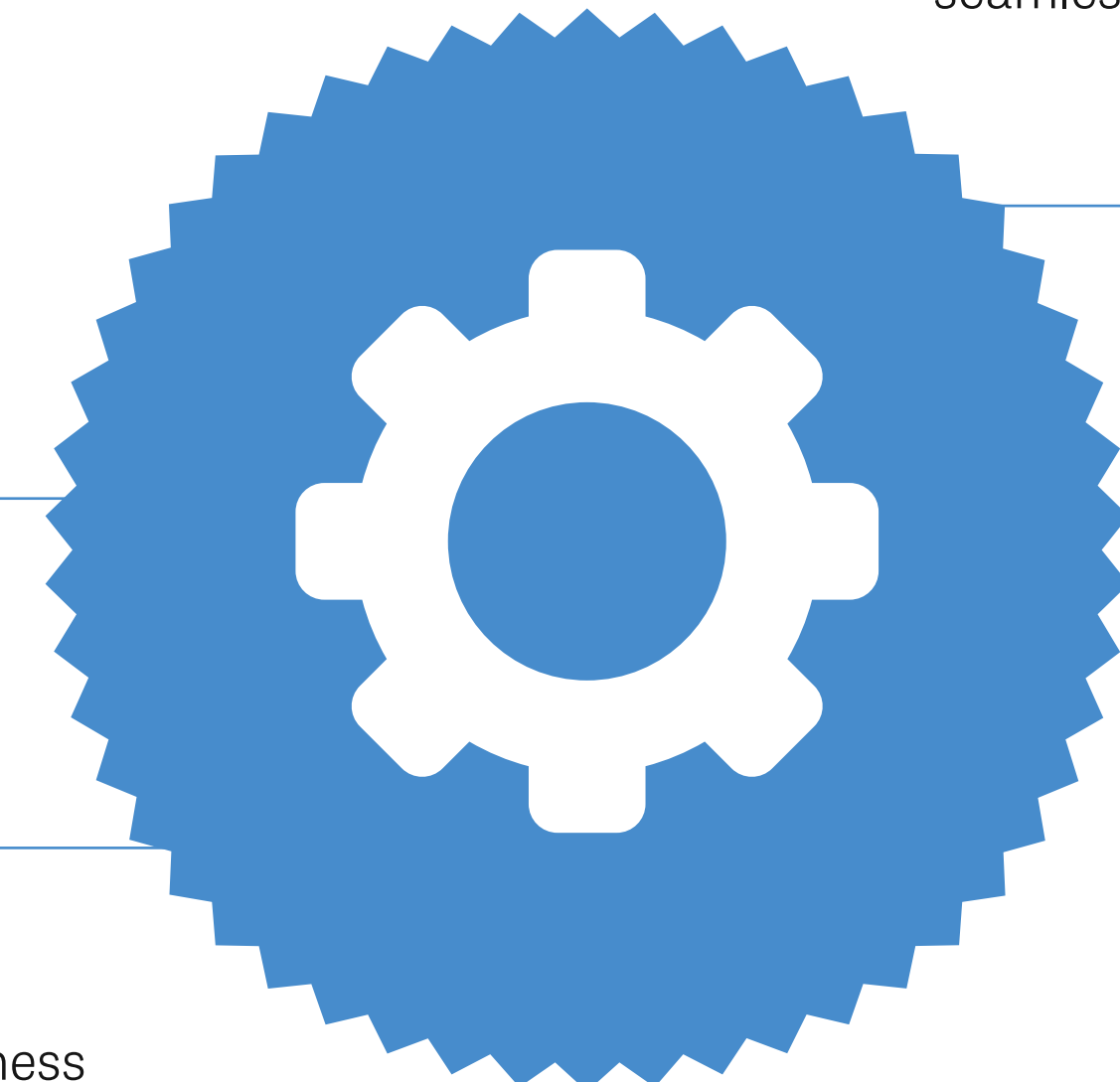


Watch video →

Understand various different communication options

Appreciate the drivers of communication effectiveness and use them for improved impact on target customers

Grasp the value of integrating multiple tools into a single seamless campaign





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Module 10

Distribution

Module length: 50 mins | *Resources:* 5 | *Study time:* 2 hrs

Place, the final “P”. How do we get our product from the factory to the customer out in the market?

Understanding the advantages and disadvantages of direct and indirect distribution and their link to the wider business strategy is crucial to business success.



Watch video →

Understand the interaction of different channels on marketing performance

Be able to successfully manage channels for brand success

Understand the implications of changes in channel strategy



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September

Mon	Tue	Wed	Thu	Fri
30	31	1 September	2	3
6	7	8	9	10
13	Module 01 Market Orientation14	15	16	17
Module 02 Market Research20	21	22	23	10am BST Interactive Q&A with Mark #124
Module 03 Market Segmentation27	28	29	30	1

November

Mon	Tue	Wed	Thu	Fri
Module 08 Price1	2	3	4	10am BST Interactive Q&A with Mark #45
Module 09 Integrated Marketing Communications8	9	10	11	12
Module 10 Distribution15	16	17	18	10am BST Q&A with Mark #5 Exam Release19
22	23	24	25	Exam Deadline26
29	30	1	2	3

October

Mon	Tue	Wed	Thu	Fri
Module 04 Targeting4	5	6	7	10am BST Interactive Q&A with Mark #28
Module 05 Positioning11	12	13	14	15
Module 06 Objectives18	19	20	21	10am BST Interactive Q&A with Mark #322
Module 07 Product25	26	27	28	29

December

Mon	Tue	Wed	Thu	Fri
6	7	8	9	10
13	14	15	16	Conclusion workshop17
20	21	22	23	24
27	28	29	30	Platform Closure31
Add Mini MBA to your LinkedIn 'Education'				

Do it together

The best way to do the Mini MBA in Marketing is with your colleagues.

Over half of the 12,000 Mini MBA alumni completed the course as part of a corporate group. Some of our most successful alumni have done it this way and have seen major improvements to the business as a result.

Visit our teams page →



The same language

With all the shiny new stuff about, it is easy to forget that marketing is simple at its core, but the many approaches, methodologies and languages often create a chasm between teams and organisations. The Mini MBA aims to bring teams together through a shared ideology of marketing and brand management that ensures an effective, top-to-bottom approach.



The same story

The nature of most companies means you're probably not the only one in the building talking to your customers. Many teams, many people are ultimately responsible for delivering a consistent brand experience and it's tricky to ensure consistency. The Mini MBA teaches the core principles of brand and reinforces the need for a joined-up approach.



The same page

Marketing teams change – people come, people go – but maintaining a good base level of knowledge is vital. By preserving a consistent approach to marketing and brand, the Mini MBA provides an inexpensive way to onboard new team members and upskill established ones to ensure everyone has the same fundamental knowledge and ability.



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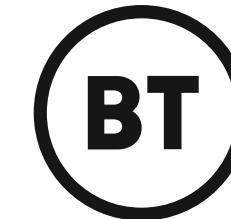
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William **HILL**



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“Hands-down the best marketing training I’ve done, well worth every penny and reminded me time and time again why I love marketing.”

Brand Marketing Manager, TUI



“I’ve learned more in 6 months with Mark Ritson than I did 10 years of strategising and planning campaigns in marketing and advertising agencies.”

APAC Education Lead, LinkedIn



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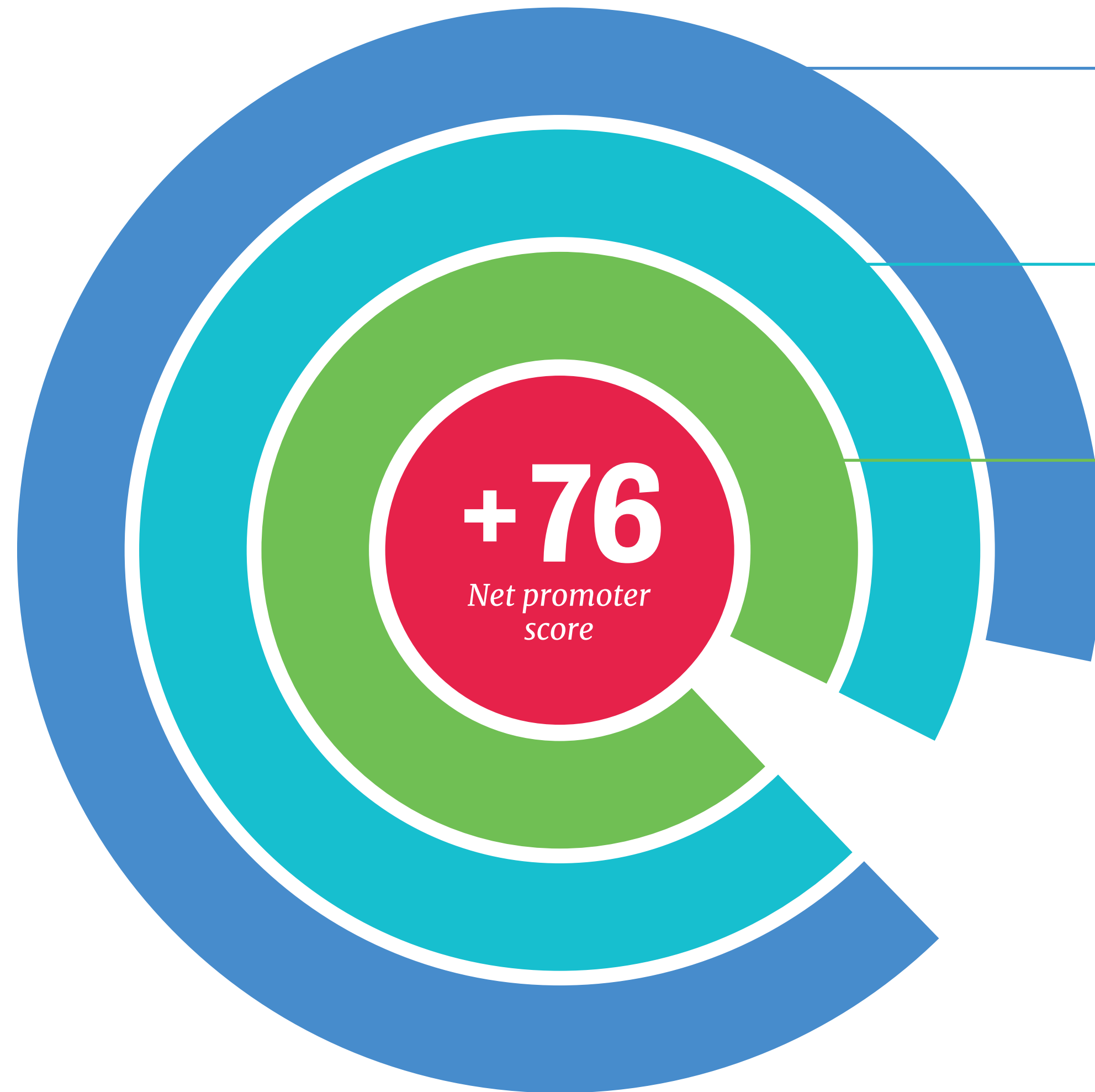
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92%

Feel more effective at work

95%

Feel more inspired at work

94%

Feel more confident

 **12,000**

people have completed the course since its inauguration in 2016.

 **86**

A global learning programme with Alumni from over 86 countries around the world.

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Want to get in touch?

Drop us a line or give us a call.
One of our team members will be
in touch within 24 hours to help
you with your enquiry.

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