

Management Programs

The Emerging CMO: Strategic Marketing Leadership

Curriculum

Program Outline :

Module 1: Marketing Strategy

- 1. Introduction to Marketing Strategy**
 - Core principles and concepts.
- 2. Understanding the Impact of Neuroscience, Customer Psychology, and Data Analytics**
 - Techniques for developing marketing strategies.
- 3. Marketing Strategy Workshops**
 - Hands-on workshops to practice marketing strategy techniques.

Module 2: Customer-Centric Approach

- 4. Introduction to Customer-Centric Approach**
 - Core principles and concepts of customer-centric marketing.
- 5. Recognizing the Influence of Emotions and Context on Customer Decision-Making**
 - Strategies for understanding customer behavior.
- 6. Customer-Centric Workshops**
 - Hands-on workshops to practice customer-centric marketing techniques.

Module 3: Innovation

7. Introduction to Marketing Innovation

- Core principles and concepts of marketing innovation.

8. Exploring How to Nurture and Scale Marketing Innovation

- Techniques for fostering innovation in marketing.

9. Innovation Workshops

- Hands-on workshops to practice marketing innovation techniques.

Module 4: Leadership Skills

10. Introduction to Leadership Skills

- Core principles and concepts of leadership in marketing.

11. Developing Communication and Leadership Abilities

- Techniques for driving organizational buy-in.

12. Leadership Skills Workshops

- Hands-on workshops to practice leadership skills.

Elective Modules

13. Data-Driven Decision Making in Marketing Leadership

- Techniques for making decisions based on data and insights.

14. Risk Management in Marketing Leadership

- Strategies for identifying and managing risks in marketing leadership.

15. Behavioral Decision Making in Marketing Leadership

- Understanding human behavior in marketing leadership processes.

16. Ethical Marketing Leadership

- Ensuring ethical standards in marketing leadership practices.

17. Collaborative Marketing Leadership

- Techniques for effective collaboration in marketing leadership.

18. Conflict Resolution in Marketing Leadership

- Managing and resolving conflicts in marketing leadership settings.

Websites:

- <https://chools.in/>
- <https://ramaqchools.com/>
- <https://www.choolsgroup.com/>