

# Professional Training Course on Complete Marketing

Take Your Marketing  
Knowledge to the Next Level



## THE COURSE:

This course covers every single aspect of marketing that's relevant not only in Cambodia, but around the world. Complete Marketing is meant to upgrade your knowledge and understanding of marketing across all verticals so you're ready to perform at global levels.

## TRAINING COURSE DETAILS:

This course will help you understand:

- What is marketing, and marketing strategy?
- Understanding marketing campaigns
- Identifying market trends and competition
- Identifying your target audience
- Defining your marketing channels
- FOCUSING ON DIGITAL: What digital marketing is and why it's important.
- Digital marketing channels and tactics.
- Implementing a digital marketing strategy for your business.
- Individual channel marketing – Facebook, Instagram, LinkedIn, etc.

## AGENDA:

Each day of the course has a morning and an afternoon session of 4 hours each.

Each session consists of a lecture, a short break and a workshop.

## DAY 1:

### Morning session: Intro to Marketing

A complete understanding of Marketing and Brands – how brands behave, what good practices are, a little bit of history and some simple examples from around the world. This session will include sections such as:

- Introduction to marketing
- What is the role of a marketing manager?
- Which tools do marketing managers use?
- Who makes up a marketing team?
- What are some marketing job titles?
- How can I make a career switch into marketing?
- What is the difference between marketing and advertising?

### Afternoon session: Marketing Strategy

We take a deeper dive into what strategy is, in contrast to tactics – what the real purpose of marketing is, and how great marketing can lead to long term advantages. The day ends with a breakout session where we collectively exercise some creative thinking as a group. This session will include sections such as:

- 7 Steps of a Marketing Strategy
- Building a marketing plan
- Creating buyer personas.
- Identifying goals
- Selecting the appropriate marketing tools

## DAY 2:

### Morning session: Intro to Digital Marketing

We establish an understanding of what overall digital marketing is, what it consists of, and how we can do it better. This session will include sections such as:

- What digital marketing is and why it's important.
- Digital marketing channels and tactics.
- Implementing a digital marketing strategy for your business.
- Advantages of social media advertising
- Exploring the many platforms
- How to create remarkable digital ads

### Afternoon session: Focus on Platforms

We have come to the part everyone has been waiting for – a dive into Facebook Marketing, Instagram Marketing and LinkedIn Marketing. This session will include sections such as:

- Grow your organic Facebook reach
- Understanding metrics and how you can use them to change your strategies
- How to build and implement a successful IG marketing strategy
- Develop successful Instagram ads both on Facebook and on the Instagram mobile app
- How to get started with LinkedIn marketing

## WHO IS THIS COURSE FOR?

- ✔ Marketing Teams
- ✔ Marketing Manager
- ✔ Senior Management

## ABOUT THE INSTRUCTOR:

### Professional Background

**He** has over 18 years of experience working in marketing and advertising, and 10+ years of experience as a mentor and speaker.

He is currently based in Cambodia and focuses on driving growth to brands from the inside out, by creating custom-made workshops for their marketing, brand and social media teams.

**He** has previously owned and managed one of Dubai's fastest growing digital marketing agencies before moving to Cambodia and is currently working as the Head of Marketing at Sabay Digital Media.

### Academic Background

**He** graduated with a Fine Arts degree from the UCL Slade School of Fine Art in London, and then moved to New York to pursue an education in film-making, both of which helped him in his advertising and marketing career in a unique manner, because he was able to establish himself as a creative-thinking leader.

**He** also completed an Associate in Business Marketing & Management from the American University in Beirut in 2019.



The course will be conducted in English

## INTERESTED IN JOINING? PLEASE CONTACT:

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