



# مدیریت مارکتینگ

[www.bozhan.school](http://www.bozhan.school)

1. Principles – The Language and Logic of Marketing
2. Probe – Market Discovery
3. Plan – Marketing Strategy
4. Pull – Acquisition & Activation
5. Preserve – Retention & Engagement
6. Propel – Building Growth & Performance Engines
7. Position – Competitive Advantage & Branding
8. Platform – Marketing Technology & Automation
9. Predict – AI & Marketing Intelligence
10. Pinpoint – Marketing Data & Analytics
11. People – Organization & Leadership

## Principles – The Language and Logic of Marketing

- Key Marketing Terms
- Core Marketing Theories & Models
- Understanding Marketing's Role in Business
- Customer Psychology & Behavioral Triggers
- Position of the Marketing Manager
- Classic vs. Modern Marketing Approaches
- Foundational Frameworks & Templates

## Probe – Market Discovery

- Customer Discovery & Problem Finding
- Identifying Needs, Pains & Desires
- Consumer Behavior & Market Insight
- Segmentation Techniques
- Hypothesis-Driven Exploration
- Value Proposition Design
- Early Prototyping & Soft Launches

## Plan – Marketing Strategy

- What Is a Marketing Strategy?
- From Insight to Strategic Intent
- Setting Strategic Marketing Objectives (OKRs)
- Customer Segmentation & Prioritization
- Budget Allocation & Scenario Planning
- Go-to-Market Execution Planning
- Marketing Strategy One Page

## Pull – Acquisition & Activation

- Channel Mastery
- Campaign Design & Creative Execution
- Conversion Rate Optimization
- Activation Triggers
- Lead Nurturing

## Preserve – Retention & Engagement

- Retention Metrics & Cohort Analysis
- Engagement Strategies & Deep Activation
- Reactivation & Resurrection Tactics
- Loyalty Programs & Community Building

## Propel – Building Growth & Performance Engines

- Introduction to Growth & Performance Marketing
- Growth Modeling & Key Metrics
- Acquisition Loops & Performance Channels
- Data-Driven Experimentation & Scaling
- Performance Optimization & Growth Sustainment



## Position – Competitive Advantage & Branding

- Brand Strategy & Narrative Development
- Brand Identity, Governance & Social Engagement
- Defensive Marketing & Competitive Differentiation
- Strategic Partnerships & Market Positioning
- 7 Powers- The Foundations of Business Strategy
- Business Development for Marketing Managers

## Platform – Marketing Technology & Automation

- MarTech Fundamentals & Ecosystem
- Marketing Automation & CRM
- Analytics & Data Management
- Ad Tech & Programmatic Advertising
- Integration & Data Flows
- Choosing & Implementing the Right Tools

## Predict – AI & Marketing Intelligence

- Foundations of AI in Marketing
- Machine Learning & Predictive Analytics
- Natural Language Processing & Chatbots
- Personalization & Recommendation Engines
- Generative AI for Content & Creative

## Pinpoint – Marketing Data & Analytics

- Foundations of Data-Driven Decision Making
- Data Collection & Management
- Exploratory Analysis & BI Tools
- Attribution & Advanced Measurement
- Visualization & Reporting
- Data-Driven Optimization & Continuous Improvement

## People – Organization & Leadership

- Team Structure & Cross-Functional Collaboration
- Leadership Development & Talent Acquisition
- Marketing manager & ad agencies
- Culture Building & Change Management
- Marketing manager & product/tech teams
- Career Development for Marketing Managers (Resume Design, Interview Preparation)



از طریق آیدی تلگرام زیر با ما در ارتباط باشید



@Bozhan\_support