Strategic Agile Marketing and Project Management Training Course



21 - 25 Dec 2026

Milan

5900 € (Per Person)

Ref: #MAR1111_144582

Course Introduction / Overview:

In today's fast-paced digital landscape, the ability to adapt and respond to market changes swiftly is no longer an advantage but a necessity. This course is meticulously designed to merge the dynamic, creative world of marketing with the structured, efficient principles of agile project management. It provides a comprehensive roadmap for transforming marketing operations from traditional, rigid workflows to a flexible, iterative, and results-oriented approach. Drawing upon the foundational concepts articulated by thought leaders like Scott Brinker in his influential book "Hacking Marketing: Agile Practices to Make Marketing Smarter, Faster, and More Innovative," this program delves into practical applications of frameworks like Scrum and Kanban tailored specifically for marketing teams. Participants will learn how to manage complex campaigns, foster collaboration, and make data-driven decisions to maximize return on investment. BIG BEN Training Center has developed this curriculum to empower professionals to not only keep pace with industry demands but to lead the charge in creating highly responsive and effective marketing engines that drive sustainable business growth.

Target Audience / This training course is suitable for:

- Marketing Managers and Directors.
- Project Managers working with marketing teams.
- Digital Marketing Specialists.
- Campaign Managers.
- Content Strategists and Managers.
- Product Marketing Managers.
- Team Leads and Supervisors in marketing departments.
- Scrum Masters and Agile Coaches.
- Business Analysts involved in marketing projects.
- Professionals seeking to transition into agile marketing roles.

Target Sectors and Industries:

- Technology and Software Development.
- E-commerce and Retail.
- Financial Services and Insurance.
- Telecommunications.
- Healthcare and Pharmaceuticals.
- Media and Entertainment.
- Professional Services and Consulting.
- Government and Public Sector Agencies.
- Non-Profit Organizations.

Target Organizations Departments:

- Marketing and Communications.
- Project Management Office (PMO).
- Digital Strategy and Innovation.
- Product Development and Management.
- Sales and Business Development.
- Corporate Strategy.
- Customer Experience Departments.
- Information Technology (IT) supporting marketing functions.

Course Offerings:

By the end of this course, the participants will have able to:

- Integrate agile principles into marketing strategies and daily operations.
- Implement Scrum and Kanban frameworks to manage marketing workflows.
- Develop and prioritize a marketing backlog based on business value.
- Lead agile ceremonies such as sprint planning, daily stand-ups, and retrospectives.
- Define and track key performance indicators (KPIs) for agile marketing success.
- Enhance collaboration between marketing, sales, and product teams.
- Manage stakeholder expectations and communicate project progress effectively.
- Apply data-driven insights to continuously improve campaign performance.
- Foster a culture of continuous improvement and adaptability within their teams.
- Scale agile practices for larger marketing organizations and complex initiatives.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, experiential, and focused on real-world application. We believe that learning is most effective when participants are actively engaged in the process. This course moves beyond traditional lectures to create a dynamic learning environment where theory is immediately put into practice. The curriculum is delivered through a blend of expert-led presentations, interactive group discussions, and collaborative workshops. A significant portion of the training is dedicated to hands-on exercises, including creating marketing backlogs, running simulated sprint planning sessions, and developing Kanban boards for specific campaign scenarios. We utilize relevant case studies from various industries to illustrate the successful implementation of agile marketing and to analyze both successes and challenges. Participants will work in teams on practical projects, allowing for peer-to-peer learning and the exchange of diverse perspectives. Continuous feedback from the instructor and peers is a core component, ensuring that participants can refine their understanding and skills throughout the five-day program.

Course Agenda (Course Units):

Unit One: Foundations of Agile Marketing

- The Agile Manifesto and its 12 guiding principles.
- Contrasting agile with traditional waterfall project management.
- The business case for adopting agile in marketing departments.
- Core concepts of iterative and incremental delivery.
- Introduction to key agile frameworks: Scrum, Kanban, and Lean.
- Understanding the agile marketing mindset and culture shift.
- Common challenges and pitfalls in agile adoption for marketing.

Unit Two: Implementing the Scrum Framework for Marketing

- The roles in a Scrum team: Product Owner, Scrum Master, and Development Team.
- Creating and managing the marketing backlog.
- Writing effective user stories and acceptance criteria for marketing tasks.
- The five Scrum events: Sprint, Sprint Planning, Daily Scrum, Sprint Review, and Sprint Retrospective.
- Techniques for effective sprint planning and estimation.
- Running productive daily stand-up meetings.
- Conducting impactful sprint reviews with stakeholders.

Unit Three: Visualizing Workflow with Kanban

- Core principles of the Kanban method: visualize workflow, limit work in progress (WIP).
- Designing and implementing a marketing Kanban board.
- Defining workflow stages from idea to completion.
- Using WIP limits to improve flow and reduce bottlenecks.
- Understanding lead time, cycle time, and throughput metrics.
- Implementing a continuous delivery and feedback loop.
- Combining Scrum and Kanban (Scrumban) for hybrid marketing teams.

Unit Four: Agile Marketing Strategy and Execution

- Aligning marketing activities with strategic business objectives.
- Techniques for prioritizing initiatives using models like MoSCoW and value vs. effort.
- Developing an agile marketing roadmap.
- Managing and adapting to changing priorities and market conditions.
- Data-driven decision-making and A/B testing in an agile context.
- Integrating content marketing and SEO strategies into agile workflows.
- Measuring marketing ROI with agile metrics.

Unit Five: Leadership, Scaling, and Continuous Improvement

- The role of leadership in fostering an agile marketing culture.
- Techniques for managing and communicating with stakeholders.
- Scaling agile marketing for large teams and enterprise organizations.
- Frameworks for scaling agile, such as SAFe for Marketing.
- Facilitating effective team collaboration and conflict resolution.
- Driving a culture of continuous improvement (Kaizen).
- Creating a personal action plan for implementing agile marketing.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

In an era of AI-driven marketing automation, how does the human-centric nature of agile principles enhance or conflict with technological advancements in project execution?

What unique qualities does this course offer compared to other courses?

This training course distinguishes itself by offering a deeply integrated and holistic approach that seamlessly blends the strategic discipline of marketing with the operational excellence of agile project management. Unlike programs that treat these as separate domains, our curriculum is built on the premise that modern marketing success is contingent upon their synthesis. We move beyond theoretical overviews to provide a practical, hands-on toolkit that participants can immediately apply to their work environments. The focus is not just on learning the "what" of agile frameworks like Scrum and Kanban, but on understanding the "why" and "how" of adapting them specifically for the creative, often unpredictable, nature of marketing campaigns. The course emphasizes the development of an agile mindset, fostering a culture of collaboration, data-driven experimentation, and continuous improvement. Through real-world case studies and interactive simulations, participants will grapple with the actual challenges of
mplementation, from gaining stakeholder buy-in to measuring the true impact of agile practices on marketing ROI, ensuring they leave with both the knowledge and the confidence to lead transformative change.