Advanced Marketing Leadership and Team Dynamics Training Course



26 - 30 Oct 2026

Amsterdam

5900 € (Per Person)

Ref: #MAR2609_144451

Course Introduction / Overview:

In today's hyper-competitive and digitally-driven market, the success of any marketing initiative hinges not just on strategy, but on the leadership that guides it and the team that executes it. This course is meticulously designed to bridge the critical gap between marketing management and inspirational leadership. We delve into the principles that transform a group of marketers into a high-performance, cohesive unit capable of driving measurable results. Drawing upon foundational concepts from acclaimed academics like Philip Kotler, whose work in "Marketing Management" has shaped modern marketing thought, this program moves beyond theory. Participants will explore practical frameworks for fostering innovation, managing team dynamics, and cultivating a culture of continuous improvement. BIG BEN Training Center has developed this immersive experience to equip current and future leaders with the skills to navigate complex challenges, from leveraging data for strategic decision-making to mastering the art of motivation and coaching. This is a comprehensive journey into building and leading marketing teams that not only meet but exceed organizational goals in a constantly evolving landscape.

Target Audience / This training course is suitable for:

- Marketing Directors and Heads of Marketing.
- Senior Marketing Managers and Team Leaders.
- Brand and Product Managers.
- Digital Marketing and Content Strategy Leads.
- Marketing professionals aspiring to leadership roles.
- Business owners and entrepreneurs managing marketing functions.
- Project managers overseeing marketing campaigns.

Target Sectors and Industries:

- Technology and Software Development.
- Retail and E-commerce.
- Banking, Finance, and Insurance Services.
- Healthcare and Pharmaceuticals.
- Fast-Moving Consumer Goods (FMCG).
- Telecommunications and Media.
- Professional Services and Consulting.
- Government and Public Sector Organizations.

Target Organizations Departments:

- Marketing and Communications.
- Sales and Business Development.
- Product Management and Development.
- Corporate Strategy.
- Public Relations.
- Customer Experience and Service.
- Digital Transformation Teams.

Course Offerings:

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

- Develop a compelling strategic vision for a modern marketing department.
- Apply various leadership styles to suit different team members and situations.
- Build, structure, and scale high-performance marketing teams effectively.
- Master techniques for coaching, mentoring, and developing marketing talent.
- Implement data-driven frameworks for setting KPIs and measuring performance.
- Foster a culture of innovation, collaboration, and continuous learning.
- Lead change initiatives within the marketing function with confidence.
- Enhance cross-functional communication and collaboration with other departments.
- Resolve conflicts and manage challenging team dynamics constructively.
- Align marketing team objectives with broader organizational goals.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, experiential, and directly applicable to the participant's professional environment. We believe that leadership skills are best developed through practice, not just theory. Therefore, this course moves beyond traditional lectures to create a dynamic learning laboratory. Sessions will be rich with real-world case studies of successful and unsuccessful marketing leadership, prompting in-depth group discussions and analysis. Participants will engage in role-playing scenarios to practice crucial conversations, conflict resolution, and coaching techniques in a safe and supportive setting. A significant portion of the course is dedicated to collaborative workshops where attendees will work in teams to solve complex marketing challenges, design team structures, and develop performance management plans. Our expert facilitators emphasize practical application, ensuring that every concept is linked to actionable strategies that can be implemented immediately. Continuous feedback from both peers and the instructor is a core component, fostering self-awareness and targeted skill development throughout the five-day program.

Course Agenda (Course Units):

Unit One: The Foundations of Strategic Marketing Leadership

- The evolution from marketing manager to marketing leader.
- Defining your personal leadership style and philosophy.
- Strategic thinking and vision setting for the marketing function.
- Aligning marketing strategy with overall business objectives.
- Ethical leadership and building a culture of trust and integrity.
- Understanding the psychology of team motivation and engagement.
- Key leadership competencies for the digital age.

Unit Two: Building and Structuring High-Performance Marketing Teams

- Principles of effective marketing team design and structure.
- Recruiting, interviewing, and onboarding top marketing talent.
- Defining clear roles, responsibilities, and accountability frameworks.
- Fostering a collaborative and inclusive team culture.
- Implementing agile methodologies for marketing teams.
- Managing remote and hybrid marketing teams effectively.
- Tools and processes for seamless team workflow and communication.

Unit Three: Driving Performance Through Coaching and Development

- The leader as a coach and mentor.
- Techniques for providing constructive and motivational feedback.
- Conducting effective performance reviews and setting development goals.
- Identifying and nurturing high-potential employees.
- Creating personalized development plans for team members.
- Delegating effectively to empower your team and drive growth.
- Managing underperformance and having difficult conversations.

Unit Four: Data-Driven Leadership and Performance Measurement

- Establishing meaningful KPIs and metrics for marketing success.
- Utilizing analytics and data to inform leadership decisions.
- Creating a culture of data-driven experimentation and learning.
- Measuring marketing ROI and demonstrating value to stakeholders.
- Building and presenting compelling performance reports.
- Forecasting and resource planning based on performance data.
- Leveraging technology to monitor and enhance team performance.

Unit Five: Advanced Leadership for Innovation and Change

- Leading the marketing team through organizational change.
- Fostering a culture of creativity and innovation.
- Mastering strategic communication and influence.
- Enhancing cross-functional collaboration with sales, product, and IT.
- Conflict resolution and mediation within the team.
- Future-proofing your team for upcoming marketing trends.
- Developing your long-term leadership legacy and succession planning.

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 and automation, how does the human element of leadership and team empathy become a more critical competitive advantage?

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

This course distinguishes itself by focusing intensely on the intersection of leadership psychology and marketing execution. While many programs concentrate on either marketing strategy or general leadership, we integrate the two, addressing the specific challenges faced by leaders within the dynamic marketing domain. The curriculum is built not just on theoretical models but on a foundation of practical, actionable frameworks that participants can apply immediately. We move beyond teaching how to use marketing tools and platforms, instead emphasizing the human-centric skills that truly elevate a team's performance, such as coaching, fostering psychological safety, and driving intrinsic motivation. Another unique quality is the emphasis on data-driven leadership, teaching participants how to translate complex analytics into a compelling vision and clear direction for their teams. The course is designed as a transformative experience, using immersive case studies and peer-to-peer problem-solving sessions to ensure that learning is deep, relevant, and directly tied to the real-world scenarios our participants face every day. It is about creating leaders who can build resilient, innovative, and high-achieving marketing cultures from the ground up.