



BENEFITS OF
AGILE
CERTIFICATION
FOR **MARKETING**
PROFESSIONALS

Marketing is a form of communication between you and your customers with the goal of selling your product or service to them. Communicating the value of your product or service is a key aspect of marketing. If you are in the field of marketing, you have no other option - you have to and have to be agile.

Marketing is a widely used term to describe the means of communication between the company and the consumer audience. Marketing is the adaptation of the commercial activities and use of institutions by the organizations with a purpose to induce behavioral change on a short-term or permanent basis. The American Marketing Association most recently defined Marketing as "the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large."

The techniques used in marketing include choosing target markets through market analysis and market segmentation, as well as understanding methods of influence on the consumer behavior. The marketing planning creates strategies for the company to place advertising to the dedicated consumer.

From a societal point of view, marketing provides the link between a society's material requirements and its economic patterns of response. This way marketing satisfies these needs and wants through the development of exchange processes and the building of long-term relationships.

In the case of nonprofit organization marketing, the aim is to increase the deliver an ethos message about the organization's services to the applicable audience. Governments often employ marketing to communicate messages with a social purpose, such as a public health or safety message, to citizens.

The marketing mix was proposed by Professor E. Jerome McCarthy in the 1960s. It consists of four basic elements called the "four P's". Product is the first P representing the actual product. Price represents the process of determining the value of a product. Place represents the variables of getting the product to the consumer such as distribution channels, market coverage, and movement organization. The last P stands for Promotion which is the process of reaching the target market and convincing them to buy the product. The four Ps determine how marketing satisfies consumer needs. They are considered controllable marketing mix factors, meaning that they can change or be altered as needed. Habits, lifestyle, and diet are all considered to be controllable risk factors.

Five Must-Have Skills for Future Marketing Managers

Future marketing managers should think in terms of the following broad-based skills that can be applied to different scenarios, in different industries, and for companies large and small.

1. Critical Thinking

In a 2010 survey by the American Management Association (AMA), a majority of executives responded that they need employees with solid critical thinking skills, but the current pool of workers has not sufficiently developed them. Critical thinking, or the ability to analyze situations or statements and determine their validity, is the foundation on which modern management professionals build their careers. Critical thinking breeds creative thinking, which in turn solves problems. This is exactly what employers need from managers.

2. Project Management

In business today, you don't have to hold the title of project manager to be one. Projects can be simple or complex, short- or long-term, but in marketing, they are increasingly happening in quick response to social media opportunities and customer engagement. Future marketing managers will need to sharpen their project management skills in order to lead their teams and accomplish their objectives.

3. Analytical Skills

Successful marketing managers have analytical minds. They know the value of the vast amount of data available today, and are highly interested in what that data can reveal about consumer behavior, efficacy of various marketing approaches and more

The best managers also know how to look beyond the data and pick up on trends and patterns that can lead to better, more successful marketing efforts.

4. Holistic Approach

Future managers will approach marketing by thinking in terms of integrated, interconnected systems, and how they affect each other. From trade show displays to Twitter feeds, it's vitally important to see how the relationships between all parts of the marketing plan work, and to manage them effectively.

5. Technical Skills

Because technology will continue to advance and closely influence how marketing is accomplished, it will always be important for marketing managers to be tech savvy. Customer engagement will occur in more ways, and competing for their attention will mean delivering the services and information they want, through user-friendly apps and relationship-building tools. So while marketing managers will depend on technology innovators to create the tools, they must be familiar with what consumers want and how best to deliver it.

Are You Preparing for a Future in Marketing Management?

As technology fuels the industry, new marketing approaches will continue to be developed. While it will be important to know how to leverage specific

opportunities, marketers of the future will also need to acquire specific tactical marketing skills that can be applied to help their company reach its goals.

WHAT IS AGILE CERTIFICATION AND TRAINING PROGRAM?

Agile is faster, easier, and smarter with expert training and coaching. Agile process management- refer to iterative and incremental method of managing the design and build activities for engineering, info tech, and other business areas that aims to provide new product or service in a highly flexible and interactive manner-Example- SCRUM, XP, Kanban, scrum ban etc. It is even open to non- tech students. Agile Testing is a practice that follows in a dynamic environment where testing requirements keep changing according to the customer needs. It is done parallel to the development activity where testing team receives frequent small codes from the development team for testing.

WHY NEED AGILE CERTIFICATION?

Now a days each and every company desires success with new trendy methods. Gone are the days of that “time consuming”- waterfall methods. Agile certifications ensure success for the company and directly proportionate the growth of an individual. Agile provides you the following to an extent and makes a person grow which benefits one’s career as well as the company.

STILL HAVE DOUBTS ?

Not sure how Agile Certification
can benefit you ?

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