EBMA SPRING 2027 - PROGRAM FLOW

80 hours • 6 two-day sessions • 5 March - 22 May 2027

1) Evidence based marketing framework, laws of growth and their application for Big and Small brands

Date	Theme	Hours
5.3.2027	Evidence Based Marketing	4
5.3.2027	Key laws of brand growth	4
6.3.2027	Application of Evidence Based Marketing Principles and consequences for Marketing	6
6.3.2027	Evidence Based Marketing application: Group work	2
19.3.2027	Key principles of Marketing Effectivness - Marketing predicatbility	4
20.3.2027	Marketing Framework: Market Orientation, Marketing Strategy, Tactics & Effectivness	4
	Total hours	**24**

2) Mental availability: Building Salience, Memory Sturctures, Category Entry Points and making them work through Reach and Repetition

Date	Theme	Hours
2.4.2027	Communication Principles and Practice	4
2.4.2027	Advertising agencies: Role and their brief - Better Briefs	2
2.4.2027	Category Entry Points and communication research	2
3.4.2027	Media Planning for effective Reach	4
3.4.2027	Media Execution - human attentive reach, Cross media MMT for Reach	2
	Total hours	**14**

3) Physical Availability: Building Distribution, offline and online visibility and leveraging portfolio

Date	Theme	Hours
16.4.2027	Quantity and quality of distribution	3
16.4.2027	Retail: Shopper & Retail marketing	2
16.4.2027	Services: Route To customer & Omnichannel Shopper	3
17.4.2027	Customer Centricity	2
17.4.2027	Shopper marketing & Reasearch	2
	Total hours	**12**

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4) Portfolio availability: Market covrage, Pricing and Service Design

Date	Theme	Hours
30.4.2027	Managing portfolio and market coverage	2
30.4.2027	Pricing Power, Brand Power and Pricing approaches	6
1.5.2027	Role of innovation in growth and building portfolio availability	4
1.5.2027	Shopper & Pricing research	2
	Total hours	**14**

5) Marketing in a Company and Marketing leadership & Final exercise

Date	Theme	Hours
21.5.2027	Legal aspects of Marketing / AI	4
21.5.2027	Marketing Leadership	4
22.5.2027	Evidence Based Marketing application: Presentations	4
22.5.2027	EBMA feedback	2
22.5.2027	Reflections and Certificates	2
	Total hours	**16**