



MARKET PROFESSIONALS



Unlock
Your
Talent in
Marketing

T A K E O F F

- CAREER -



Marketing Career Forum

KNOW & BUILD PROFESSIONALISM

In today's dynamic business landscape, human capital—particularly skilled marketing professionals—is the driving force behind brand success. As the demand for innovative and adaptable marketing talent grows, this forum is designed to empower fresh graduates with the knowledge, skills, and strategic vision needed to excel in the competitive world of business and marketing.



AGENDA

Welcome to the Marketing Career Forum – your gateway to launching a successful career in today's dynamic business world. Designed for fresh graduates, this event will equip you with essential insights, strategies, and connections to thrive in professional marketing.

- 1 New World of Business: Understanding evolving market trends and opportunities
- 2 Contemporary Professional Marketing: Mastering modern marketing principles and practices
- 3 Marketing Career Insights & Facts: Key industry knowledge to accelerate your growth
- 4 Marketing Career Paths: Exploring diverse specializations and roles
- 5 Marketing Career Journey: Practical steps to navigate your professional development
- 6 Marketing Career Ladder: Climbing the ranks with proven strategies
- 7 Marketing Career Professional Standards: Building credibility and excellence
- 8 Professional Requirements: Essential skills and qualifications for long-term success



BENEFITS

This forum is designed to provide emerging professionals with the knowledge, clarity, and direction needed to confidently pursue and advance in a marketing career.

- 01 Gain insights into the evolving landscape of marketing, business, and entrepreneurship driven by technological advancements and globalization.
- 02 Develop a comprehensive understanding of marketing, including its core concepts,
- 03 Exploring Trends, Transformations, and New Drivers in Executive Education and Continuing Professional Development (CPD) in Marketing
- 04 Discovering the Eight Marketing Specializations and Identifying the Best Fit for You
- 05 Understanding the Five Key Stages of Building a Professional Career
- 06 Grasping the Five Professional Standards of the Marketing Career Ladder
- 07 Mastering the Five Influential Strategies for Developing Your Marketing Expertise
- 08 Understanding the Four Core Professional Practices for Advancing Your Marketing Career



DISTINCTIONS

The Marketing Career Forum stands out as a transformative platform tailored to equip fresh graduates with the tools, connections, and insights needed to excel in the marketing industry. Our event is uniquely designed to bridge the gap between academic knowledge and professional success, offering four key distinctions that set it apart:

01 PROFESSIONAL MEMBERSHIP



Gain exclusive access to a professional marketing association that provides ongoing resources, networking opportunities, and industry updates. This membership ensures you stay connected to the latest trends and developments in the field, fostering continuous growth and learning.

02 MARKETING INTERNSHIP



Secure hands-on experience through curated internship placements with leading companies. These opportunities allow you to apply theoretical knowledge in real-world scenarios, build your portfolio, and gain a competitive edge in the job market.

03 CAREER COUNSELING & PERSONALITY ASSESSMENT



Receive personalized career guidance from industry experts and undergo comprehensive personality assessments to identify your strengths, preferences, and ideal career path. This tailored approach ensures you make informed decisions aligned with your unique potential.

04 GLOBAL LINKEDIN CONNECTION



Expand your professional network globally through strategic LinkedIn connections with industry leaders, mentors, and peers. This platform will help you build relationships, showcase your skills, and open doors to international opportunities.



DETAILS



TARGET AUDIENCE

Students aged 16-20 who are planning a career in marketing with a vision of becoming global experts and aspiring to work in a multinational company.



TIME & PLACE

The event will be held inperson at Maktabi our Dubai Partner - Shiekh Rashid Tower - World Trade Center - Shiekh Zaid Roady - for one open day for four hours every Thursday from 9 am to 1 pm starting from August 2025



INVESTMENT

The Investment fee for the discussion session is \$100, which includes: Attendance at the full-day session with hospitality, an official certificate of participation, a 3-month professional membership with all associated benefits, personalized career counseling and assessment, the opportunity to secure an internship, and global networking with industry experts on LinkedIn.



REGISTRATION

To register and participate in the discussion session, please follow these steps: Review the details to ensure you meet the target criteria and eligibility, complete the online registration form by clicking the registration icon, pay the \$100 participation fee, and upon payment confirmation, you will be officially registered and receive a confirmation email. Would you like me to adjust the phrasing or add more details?



QUALITY & ASSURANCE

The Forum offers advanced content grounded in the highest global quality standards, featuring the latest professional practices, top career development strategies, and comprehensive solutions backed by proven expertise, enhancing participants' experience



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