



MARK.SENZE

**MARKETING
BOOTCAMP**

LEARN THE MARKETING SECRETS
OF THE BIG PLAYERS IN THE FMCG INDUSTRY.

LEARN THE TOOLS OF THE BIG PLAYERS

In our **MARKETING BOOTCAMP**, we train you in tried and tested methods proven successful in everyday marketing. We aim to help you get the best out of yourself and your brand.



**EXCLUSIVE 5-DAY
MARKETING
TRAINING PROGRAM**



**LEARN THE TOOLS
OF THE BIG PLAYERS IN
THE FMCG INDUSTRY**



**WE HELP YOU UNDERSTAND,
PRACTICE
AND IMPLEMENT**

Learn the marketing and brand management secrets of the Big Players in the FMCG industry. A 5-day course designed by a former FMCG marketing executive to help you understand, practice and implement the principles of FMCG marketing in your work.



**A HANDS-ON TRAINING
FORMAT DESIGNED BY A
FORMER FMCG EXECUTIVE**



**ADVANCE YOUR CAREER AND
YOUR BRAND**



**BUILD YOUR NETWORK WITH
LIKE-MINDED PROFESSIONALS**

THIS IS WHAT YOU WILL LEARN

1. Marketing Fundamentals
2. Brand Positioning
3. Consumer Insight Writing
4. Innovation Process
5. New Product Concept Writing
6. Marketing Planning
7. Communication



YOUR LEARNING OUTCOMES

- ✓ Understanding psychological brand management.
- ✓ An overview of the marketing fundamentals.
- ✓ How to position a brand: the approach, the framework, the method, and the tools.
- ✓ How to write strong consumer insights.
- ✓ How to successfully organise an innovation process.
- ✓ How to write to-the-point product and innovation concepts.
- ✓ Access and process of marketing planning, including framework.
- ✓ What's important in ATL communication: from storytelling to the steps of a communication project, from briefing to procedure.
- ✓ An understanding of the strategic foundation of a successful brand that generates value for the company, the consumer, and society.
- ✓ How to define and successfully address the right target group.
- ✓ The strategic foundation behind good communication.

HOW YOU CAN BENEFIT



Concentrated marketing knowledge, delivered in only 5 days



You learn the tools and methods employed by the major FMCG players



Closes the gap between marketing theory and practice



Learning by doing: by working on a case study



Certificate presented on course completion



Immediate feedback sessions



Promotes a strategic mindset



Gain better results from your work



Gather deep insights into approaches of FMCG players



Benefit from first-hand knowledge



Peer learning & daily reflection



Networking with like-minded individuals



Gain understanding of the meaning of psychological brand management and its opportunities



Safe atmosphere in which to practice what you've learned

WE OFFER YOU A DIFFERENT APPROACH

Of course, we've all learnt the theory at university and business schools, but what good is the best theory if doesn't work in practice?

That's why, in our **MARKETING BOOTCAMP**, we'll show you the tools of the trade of the Big Players. In just 5 days, you'll gain concentrated marketing knowledge and tried and tested methods drawn from our 10-years-plus of experience in the FMCG sector – ready for application.



WHO THE BOOTCAMP IS DESIGNED FOR

- Brand Managers
- Marketing Managers
- Product Managers
- Innovation Managers
- Communication Managers
- Founders of Start-Ups
- Business School Graduates
- Career Changers in Marketing
- Consultants, Creatives, and Strategists from Creative Agencies



HOW IT WORKS

Our experienced experts will teach you the marketing methods of the FMCG industry you need to know in practice sessions, where you'll have plenty of time to learn together as a group in a safe atmosphere, and get immediate feedback. These practice sessions are part of a case study you'll work on during the 5 days.



**1-2 TOPICS
PER DAY**



**LEARNING BY
DOING**



**DAILY WORKSHOPS &
PRACTICE SESSIONS**



**DELIVERED BY A
FORMER FMCG
EXECUTIVE**



**IMMEDIATE
FEEDBACK**



SAFE ATMOSPHERE

The **MARK.SENZE MARKETING BOOTCAMP** makes you ready for everyday marketing in the shortest possible time.

THIS IS WHAT YOU CAN EXPECT

In our 5-day BOOTCAMP, we show you tried and tested, "stress-tested" methods and tools designed for everyday marketing work. Each day is dedicated to 1-2 topics. In daily workshops and practice sessions, you'll practice and consolidate what you've learned yourself, and receive immediate feedback on all questions.



**Daily entertaining
sessions**



Daily reflection



**Daily workshops &
practice sessions**



**Daily discourse &
discussions**



**Peer learning &
shared thinking**



**Professional
documentation and
templates**



MEET THE FOUNDER OF THE MARKETING BOOTCAMP:

His heart beats for brands and people:

For Christoph Zoister – marketer, coach, and strategist – working with and on brands is an adventure that can lead to achieving fantastic goals. Each of these functions is helpful on the path to success.

Christoph's background:

He has over 10 years of industry experience in the FCMG industry in strategic and operational marketing, among others, with global companies such as Danone and Heineken as well as leading multinational private companies. His experience, and in dealing with obstacles and stumbling blocks in everyday marketing, are the basis of the MARKETING BOOTCAMP.

**“A BRAND CAN ONLY GROW AS FAR AS
THE COMPETENCIES AND SKILLS OF THE
PEOPLE BEHIND IT.”**



NEXT INTAKE: VIENNA 8th – 12th September 2025

Unleash your marketing potential in the vibrant city of Vienna.

Join us in Vienna for an unforgettable experience where learning meets adventure. Enrol now and ignite your marketing journey in our Marketing Bootcamp in VIENNA!

Location:	Hotel Schani - Wien Westbahnhof: Karl-Popper-Straße 22, 1100 Vienna, Austria
Date:	8th – 12th September 2025
Course fee:	€2.580,- incl. VAT
Catering fee*:	€450,- incl. VAT

Register now – places are limited!

training@marksenze.com

Payment:	The full amount is due at the time of booking.
Terms & Privacy:	Our privacy policy and our terms & conditions apply.**

*When booking the Marketing Bootcamp, you are obliged to book the catering package, so you stay hydrated and energised. The catering package covers the following for all 5 days: full day refreshments, one morning coffee break, lunch, and one afternoon coffee break. Please note costs for accommodation, dinner or any other expenses are not included.

**Terms & Conditions: <https://marksenze.com/training/terms-and-conditions>
Privacy Policy: <https://marksenze.com/training/privacy-policy>

OUR AWESOME TRAINING LOCATION HOTEL SCHANI WESTBAHNHOF



Copyright: Schani Hotels/Gregor Hofbauer

Register now – places are limited!

training@marksenze.com

If you choose to stay on-site at Hotel Schani, you can contact us for a booking code with a special discount.

THIS COULD BE YOUR UNIQUE EXPERIENCE IN VIENNA



Curious?

We'd love to talk to you.

training@marksenze.com

marksenze.com/training



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