

Agile for Marketing

Help your marketing teams move faster, collaborate better, and deliver more impactful campaigns by equipping them with agile practices tailored specifically for marketing work.



▶ On-demand

Duration:
5 hours

Credential:
Microcredential

Languages:
English



Who it's for

- Marketing professionals at all levels
- Cross-functional marketing teams
- Marketing leaders aiming to drive agility across their organization



Why it matters

Agile for Marketing enables teams to break down silos, reduce rework, and improve responsiveness to market changes—so marketers can deliver high-impact work, faster.

Bundle with: Agile Essentials, Scrum Essentials, Agile OKRs



Key learning outcomes

- Understand how agile applies specifically to marketing workflows
- Adopt agile practices that improve team throughput and alignment
- Use visual management and iterative planning to boost collaboration
- Drive marketing effectiveness with transparency and adaptability

Course modules

1. The Case for Agile in Marketing
2. Agile Principles in Action
3. Agile Roles in Marketing
4. Agile Planning and Execution
5. Visual Management and Flow
6. Scrum and Kanban in Marketing

“Very well curated course by Scrum Alliance for digital marketers to learn how agile concepts, principles, and frameworks apply to marketing.”

— Agile for Marketing student

Interested in this course? Contact Bluetellura AS

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