

Marketing Management

Duration: 3 days

Training Program Description

Your company needs to capitalize on the changing dynamics of your environment. Learn to develop your market positioning and grow your business profitability. This course is ideal for entry to mid-level marketers. Strategic Marketing integrates knowledge, experience and strategic decision making.

This is a mid-level course on developing market position and growing your profitability. Organizational competitive advantage and optimal customer satisfaction is achieved through the understanding of market conditions and the exploration of strategic alternatives. This course reviews the various marketing elements (product, price, place and promotion) and looks at strategic options and tactics for implementation with an eye on long term revenue growth, profitability and success.

Course Outline and Key Topic Areas include:

- Developing a Market Focused Strategy
- Strategic Customer and Market Segmentation
- Optimizing your Target Market
- Strategic Market, Product and Company Positioning
- Channel Partnerships and Strategic Relationships
- Product Development, Innovation and Brand Strategy
- Pricing to Achieve Strategic Objectives
- Sales Management and Direct Marketing Options
- Developing Business and Marketing Strategic Alternatives
- Developing and Implementing Integrated Marketing Communications

Who Should Attend:

Entry to Mid - Level marketing representatives and managers as well as other company employees who interact with the marketing function.

How You Will Benefit:

- Learn to conduct strategic planning and build effective marketing and business plans
- Identify appropriate vision, mission and strategic options and translate them into actionable tactics

- Implement strategic product development programs through the stages of its life cycle
- Avoid the commoditization pitfall by developing your augmented product strategy
- Identify and isolate strategic pricing options
- Utilize thorough customer, competitor and market analysis to identify your strategic options
- Optimize market share through market segmentation and targeting strategies
- Gain sustainable competitive advantage through a customer-centric strategy
- Implement a strategic integrated marketing promotion plan that encompasses sales promotional campaigns
- Identify and structure marketing channels based on customer expectations