

Marketing Strategy and Planning

(5 day course)



SHMAILAN

COURSE OBJECTIVE

By the end of this course participants will understand the basic concepts of marketing, how to write a marketing plan, and how to implement it successfully.

AUDIENCE

Who does this training benefit :

Individuals looking to improve their understanding of the finance.

- Managers
- Planners
- Project Managers
- Marketing/Sales Staff
- Administrative Staff

Course Prerequisites :

None

Workshop Structure :

- Theory supported by examples
- Case study
- Practical group exercises
- Supporting training material is provided to each participant

Timing :

9.00am to 1.00pm*

Refreshments and a one hour lunch break is provided

* Hours can be flexible based on client needs

Location :

Four or Five Store Hotel in Dubai*
Details provided upon registration

Course Benefits

- Improved understanding of marketing
- Be more effective marketers
- Learn new facets of marketing
- Have more confidence their abilities
- Be able to develop a marketing plan

Marketing Strategy and Planning- Course Review

What You Will Learn

- Understand the role of marketing in business success
- Know what marketing strategies are and how to develop them
- Learn how to develop potential customers and understand their requirements
- Know the components of the marketing mix and how to use them
- Understand the role of market research in successful in research
- Know how to segment the market
- Understand the role of product planning and lifecycle development
- Learn how to project market growth and estimate market share
- Develop a plan that will improve you chances for success

Course Content

<p>A. What is Marketing</p> <ul style="list-style-type: none"> - The role of marketing - The search for customers - Selling vs. customer orientation - Marketing activities <p>B. Marketing Strategy</p> <ul style="list-style-type: none"> - Elements of strategy - Selecting markets - Addressing market needs <p>C. Identifying Customers</p> <ul style="list-style-type: none"> - Buyer psychology and behaviour <p>D. The Marketing Mix</p> <ul style="list-style-type: none"> - Product, Price, Positioning, Promotion - Place, People, Purple Cow <p>E. Marketing Management</p> <ul style="list-style-type: none"> - The marketing organization - Marketing planning - Project management <p>F. Market Research – Primary and Secondary</p> <ul style="list-style-type: none"> - Predictive research - Primary research - Secondary research - Customer databases 	<p>H. Market Segmentation</p> <ul style="list-style-type: none"> - Identifying marketing segments - Targeting specific segments <p>I. Product Planning – Lifecycle Analysis</p> <ul style="list-style-type: none"> - Product life cycle - Impact on market - Product Offerings - Right products for the right market <p>j. New Product/Development Process</p> <ul style="list-style-type: none"> - Identifying potential markets - Stages in product development <p>K. Market Share/Growth Model</p> <ul style="list-style-type: none"> - Identifying current market share - Identifying potential market share <p>L. Brand Positioning</p> <ul style="list-style-type: none"> - Benefits of branding - Branding decisions - Building brand loyalty <p>M. Competitive Analysis</p> <ul style="list-style-type: none"> - Identifying your competitors - SWOT's analysis - Competitive strategies
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CANCELLATION POLICY

Delegates can cancel in writing at any time with the following fee applicable

13 – 5 days 20% of training cost

5 – 3 days 40% of training cost

2 – training date 80% of training cost

NOTIFICATION

Joining instructions will be emailed to the training coordinator 5 days in advance of the workshop date

SCHEDULE

	January	February	March	April	May	June
Marketing Strategy and Planning						
	July	August	September	October	November	December
	X				X	

PRICE

	US \$
Per delegate	\$2995.00

BOOKING

1. **RESERVE** your place by emailing us at info@sigtraining.com
2. **CONFIRM** your attendance using the attached booking form

Marketing Strategy and Planning

Booking Form Fax Back
To
FAO INFO
Fax Number: 97143415352

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Company :
Address :
.....
.....Postcode :
Telephone : Fax :

Delegate Details

Mr/Mrs/Miss/Ms. (please circle)

First Name : Surname :
Position : Department :
Email : Telephone :

Delegate Details

Mr/Mrs/Miss/Ms. (please circle)

First Name : Surname :
Position : Department :
Email : Telephone :

Course : Marketing Strategy and Planning

Date of Workshop :

Invoice Details

Company : Mr/Mrs/Miss/Ms. (please circle)
First Name : Surname :
Department : Email :
Address :
PO Number..... Postcode :
Telephone : Fax :

Cost of Course per delegate :
Number of delegates attending :
Total Cost :
Name (please print) :

SIGNATURE