



# STRATEGIC MARKETING MANAGEMENT

NATIONALLY RECOGNISED & INTERNATIONALLY ACCREDITED

## OVERVIEW

Strategic marketing is the process of strategy development by regularly considering the marketing environment and customer satisfaction. It gives organizations an edge over its competitors. Marketing strategy involves identifying the marketing objectives and developing and implementing marketing programs. The strategic marketing process involves the marketing analysis, analysis of the marketing situation, formulating a marketing strategy, market program development, and implementing and managing marketing strategy.

By taking the Strategic Marketing Management, you will be able to further develop your ability to understand what makes winners and losers in the market.

# WHAT YOU WILL ACHIEVE

---

Upon the completion of this course, you will be able to:

- Apply the marketing strategy to operational plans and ensure high-performance implementation
- Set appropriate strategic marketing objectives
- Conduct market and company analyses
- Increase marketing management efficiency and drive
- Craft effective marketing strategy and plans
- Choose and develop the appropriate marketing organization
- Review issues and emerging tools

# METHODOLOGY

---

Well-balanced theoretical and practical methodology, which includes interactive discussions, case studies, interactive activities/exercises and assignments to understand the concepts and their applicability

# FEE

---

**USD 2,150/ per person**

**Group Discount:**

- 2-4 pax : 2.5%
- 5-7 pax : 5%
- 8-10 pax : 10%
- 11-13 pax : 15%
- 14-16 pax : 20%

**\*\*\*All prices are VAT inclusive.**

**Fee Includes:**

- 5-Day Training
- Nationally Recognized and Internationally Accredited Certificate of Completion
- Module Notes and Stationary
- Tea/Coffee Breaks
- Working Lunches

**\*Note:** all other expenses are to be borne by participants.

# WHAT YOU WILL LEARN

---

## Module 1: Introduction to Strategic Management

- Pre-requirements for strategic marketing management
- Setting appropriate strategic marketing and related objectives
- Conducting marketing related external situation analysis

## Module 2: Brand Management

- Building the brand
- Monitoring and Using Brand Equity

## Module 3: Understanding the Consumer

- Customer and Competitor Analysis
- Designing and Managing Channels
- Positioning and Value Creation
- Product Life Cycle and Marketing Evolution
- Customer Lifetime Value to Strategy Formulation

## Module 4: Strategic Management

- How to identify marketing strategy options
- How to evaluate the identified strategy options
- Choosing the most appropriate marketing strategy

## Module 4: Strategic Marketing Plan

- Product Portfolio Analysis
- Segmentation and Targeting
- The Marketing Value Proposition
- Developing fitting marketing and related policies

Each module focuses on clear objectives and skill demonstrations that can be easily linked to real life instances.