



TIMELY
RESPONSE




EVERY
day is
CUSTOMER
day



SERVICE
with a



A  customer is a   customer

REWARD
the customer



CUSTOMER SERVICE

Value the
customer's
OPINION



Deal EFFICIENTLY

with CUSTOMERS



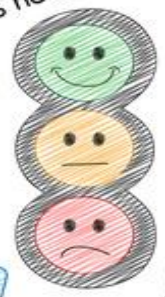
LISTENING
to the
CUSTOMER



How may I
help you?



Is he or she



Fundamentals of Strategic Marketing Management

Website: www.btsconsultant.com
Email: info@btsconsultant.com
Telephone: 00971-2-6452630

www.btsconsultant.com

Fundamentals of Strategic Marketing Management

Introduction:

The Strategic Marketing Management course focus is on appraising go-to-market programs and designing integrated, strategic marketing plans. customer-centric and competitively dominant marketing strategies are vital to business success. and provides participants with tools for developing an effective marketing strategy by examining how firms can profitably create and sustain customer value

Who Should Attend?

- Directors and managers
- Brand makers
- Executives
- Advisors to directors and top managers
- Those who would like to develop and enhance their strategic marketing skills

Methodology

This interactive Training will be highly interactive, with opportunities to advance your opinions and ideas and will include;

- Lectures
- Workshop & Work Presentation
- Case Studies and Practical Exercise
- Videos and General Discussions

Certificate

BTS attendance certificate will be issued to all attendees completing minimum of 80% of the total course duration.

Course Objectives:

By the end of this course, delegates will be able to:

- To plan, implement strategic marketing
- To promote, protect and manage the organization's brand, products and services
- To apply the appropriate approach and techniques of strategic marketing
- To fully utilize the rapidly changing media environment
- To obtain the highest return on investment (ROI)

Course Outline:

DAY 1:

- What is Strategic Marketing (SM)?
- Objectives and key elements of SM
- Benefits of Strategic Marketing
- Importance, benefits and challenges of SM to your organization
- Marketing positioning, market analysis and competitor evaluation

DAY 2:

- Conducting consumer and market research
- Advantages and disadvantages of some research methodologies
- Identify, analyses, segment markets according to common factors
- Create powerful, targeted and appropriate messages
- Maximize the mix of communication methods
- Behavioral economics theories in marketing

DAY 3:

The Human Factor

- Conscious Awareness Flowchart
- Behavioral Styles and Profiles

The Corporation

- Corporate World as a Microcosm
- Elements of Corporate Strategic Management

The Sector

- Sectorial Approach to Strategy
- Competition and Competitive Strategies

The Country

- Social Responsibility and Ethics
- National Interests and Priorities

The Region

- International Relations and Developments
- Foreign Expansion

The World

- Global Strategies through Alliances and Polarizations
- Conflict and Crisis Management with Constructive Negotiations

DAY 4:

- 5P's (People, Product, Price, Place, Promotion) of Domestic Marketing
- Domestic Environment and SWOT (Strengths, Weaknesses, Opportunities, Threats) Analysis
- Local vs. Foreign Competition
- Branding vs. Non-branding
- Strategic Domestic Marketing Mix and Management
- Crisis Management in Strategic Domestic Marketing

DAY 5:

- 7P's (5P's + Politics + Procedures) of Foreign Marketing
- Foreign Environment and SWOT Analysis

- Local vs. Foreign Competition
- Branding vs. Non-branding
- Strategic Foreign Marketing Mix and Management
- Crisis Management in Strategic Foreign Marketing