



Training Seminars & Conferences



An Intensive 5-Day Training Seminar On

Strategic Marketing:

Planning, Development & Implementation

15 - 19 Dec 2019, Dubai
16 - 20 Aug 2020, Dubai
13 - 17 Dec 2020, Dubai



 View Details

Strategic Marketing:

Planning, Development & Implementation

INTRODUCTION

Marketing is about matching what customers want and are willing to pay for with what companies are capable of producing, so both benefit. This sounds far simpler than it is in practice. Strategic marketing identifies and utilises an organisation's competitive advantage in its current and future markets, to determine the best resource allocation and activities, to create mutually beneficial value for itself and its customers.

The focus of EuroMaTech's Strategic Marketing training course will be on the major strategic and planning decisions marketing executives face as they link business objectives and resources with opportunities in the marketplace. A practical framework and real case studies will be used to illustrate how to implement marketing principles. Participants will develop market-oriented thinking to enable the company to become a winner in its markets. They will carefully analyse customer needs and marketplace opportunities, define target audiences and create offers competitors will struggle to match.

Participants on EuroMaTech's Strategic Marketing training course will develop the following competencies:

- Marketing decision making and collaboration with the senior leadership team
- Analytical approach to understanding the marketplace, buyer behaviours and implementation issues
- Strategic insights to choose between markets and competitive product/service offerings
- Creative, market-oriented thinking for planning and implementing integrated marketing programmes
- Discipline in evaluating performance that demonstrates activities have successfully delivered strategies and objectives.

WHO SHOULD ATTEND?

EuroMaTech's Strategic Marketing training course is intended for, but not limited to:

- Business leaders who want to understand how marketing can support corporate objectives
- Marketing professionals who want to be more strategic in their activities
- Marketing executives who are preparing for promotion into a managerial role

PROGRAMME OBJECTIVES

EuroMaTech's Strategic Marketing training course aims to enable participants to achieve the following objectives:

- Identify market segments, select target markets and forecast demand
- Develop marketing strategies to defend market share, grow market share, or expand the total market
- Develop, test and launch new products and services
- Manage products and services at different stages of the product life cycle
- Develop and implement integrated marketing communication programmes that persuade audiences to buy
- Evaluate marketing activities and demonstrate return on investment and value delivered to the organisation

TRAINING METHODOLOGY

EuroMaTech's Strategic Marketing training course combines presentations with interactive practical exercises, supported by video materials, activities and case studies. Participants are encouraged to reflect on and discuss their own professional issues and experiences.

PROGRAMME SUMMARY

EuroMaTech's Strategic Marketing training course will begin by considering the marketing concept – matching organisations' capabilities with customer needs and wants. Then the focus will be at the various tools and techniques in the marketing mix – the four P's of product, price, place and promotion – that can be used to satisfy customer demands. The outcome is a tailored strategy and practical implementation plan that each participant takes back into their team and organization.

PROGRAM OUTLINE

DAY 01

Analysing Markets and Customers

- Understanding the marketing process and concepts
- Developing a marketing information system to gather the data for decision making
- Research to understand your organisation's micro and macro environments
- Understanding different types of buyer behaviours, needs and wants
- Conducting a marketing audit as the foundation of strategic decision-making

DAY 02

Designing Marketing Strategies

- Identifying and selecting between strategies for expanding market share, defending market share, or expanding the total market
- Strategies for different stages of the product / service life cycle
- Integrating strategies for the 4 P's – product, place, price and promotion
- Setting objectives: deciding which markets to enter and when to enter them
- Showing how marketing objectives relate to corporate business objectives

DAY 03

Planning Marketing Programmes

- Launching new products and services onto the marketplace
- Effectively managing products, product lines and brands
- Managing services for quality and productivity
- Deciding pricing strategies to maximise volumes, revenues, or profits
- Managing marketing channels and distribution systems to get products to customers quickly and cost effectively

DAY 04

Designing Promotion Strategies

- Developing a balanced promotion mix of strategies to engage consumers and businesses
- Designing effective advertising campaigns
- Designing sales promotion programmes
- Creating public relations and publicity programmes
- Aligning sales force motivation programmes with marketing activities

DAY 05

Evaluating Marketing Strategies and Programmes

- Creating marketing forecasts and budgets
- Tracking financials – expenses, revenues and profitability
- Measuring efficiency and effectiveness of people and channels
- Demonstrating return on investment for executives
- Developing a personal action plan

IN-HOUSE TRAINING

EuroMaTech is capable of conducting this training programme exclusively for your delegates. Please e-mail us on inhouse@euromatech.ae for further information and/or to receive a comprehensive proposal.

QUALITY CERTIFICATIONS & ACCREDITATIONS



The PMI® Registered Education Provider logo is a registered mark of the Project Management Institute, Inc.

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✓	Date	Venue	Fee(\$)
	15 - 19 Dec 2019	Dubai	US\$4,950
	16 - 20 Aug 2020	Dubai	US\$4,950
	13 - 17 Dec 2020	Dubai	US\$4,950

*This fee is inclusive of instruction materials, documentation, lunch, coffee/tea breaks & snack. All Fees are subject to 5% Value Added Tax (VAT).**

Your Details

Name (Mr/Ms):.....
Position:..... Organisation:.....
Address:.....
.....
City / Country:
Telephone / Fax:

Mode Of Payment

- Please find enclosed a cheque made payable to EuroMaTech
- Please invoice me
- Please invoice my company as follows:

Contact Name:
Company Name:
Address:.....

Documentation

High Quality material has been prepared by the Seminar Leader for distribution to delegates. In addition, a special note pad to facilitate note taking will be provided.

Certificates

A Certificate of Completion will be issued to those who attend & successfully complete the programme.

Schedule

Our Course timings commences at 08:30 and concludes at 14:00, followed by lunch on a daily basis.

Hotel Accommodation

EuroMaTech has negotiated special rates for a limited number of rooms in the hotel. Early registration will help to secure a room at the reduced rate.

Registration & Payment

Please complete the registration form on this page & return it to us indicating your preferred mode of payment. For Further Information, Contact Your Nearest EuroMaTech Office.

Cancellation Policy

Request for seminar cancellation must be made in writing & received at EuroMaTech three weeks prior to the seminar date. A U.S.\$250/- processing fee will be charged per delegate for each cancellation. Thereafter, we regret that we are unable to refund any fees due, although in such cases we would be happy to welcome a colleague who would substitute for you.

Disclaimer

EuroMaTech reserves the right to alter the content, location of the Seminar, or the identity of the speakers in case of events beyond our control.

***VAT Announcement:** The Government of UAE have introduced Value Added Tax (VAT) on goods and services from 01-January-2018. In compliance with the legislation issued by the UAE Government, we will be applying a 5% VAT on the fees for all our programs and services offered from January 2018 as applicable and stipulated in the FTA circulars.

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