

This course will give you a clear understanding of strategic marketing and how to turn this knowledge into a successful marketing plan. The content includes models and analytical tools to gain a clear comprehension about your products and services, where to position them, promoting them, where the competition is, what they are doing and how to initiate new strategies to stay ahead. On completion of the course you will be able to:

- Make informed strategic marketing decisions
- Understand the planning process for strategic marketing
- Develop practical skills in formulating more effective marketing strategies
- Uncover new opportunities to increase market share
- Be able to compete on value

## Who Will Benefit?

Marketing managers and others responsible for marketing roles

## Course Outline

- What is strategic marketing?
- Linking your business plan and marketing plan
- Planning
- The product life-cycle
- Developing effective marketing plans
- The marketing audit and SWOT
- Market research techniques and validity
- Segmental, productivity and ratio analysis
- PEEST
- Differentiating and positioning your product
- Pricing policies and strategy
- The effect of cost over time
- The promotional plan
- The distribution plan
- Consumer behaviour
- Customer relationship management
- Management control

## Duration

3 Days

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