



## **Marketing for Better Results**

**Course Venue:** France - Paris

**Course Date:** From 25 Jul 2021 To 29 Jul 2021

**Course Place:** Champs Elysees

**Course Fees:** 6100 GBP



## **Introduction**

### **This program is designed for:**

Marketing professionals, corporate executives, marketing managers, advertising managers, product managers, sales personnel, and others who are involved in marketing activities at all levels of the organization.

## **Objectives**

- Define the nature and concept of marketing in a competitive environment.
- Understand the process of planning for marketing activities.
- Apply the techniques used in assessing market opportunities.
- Generate information necessary for implementing successful marketing strategies.
- Recognize the implications of the 4Ps in marketing.

## **Content**

### **Understanding Marketing Management**

- Defining Marketing
- The Aims of Marketing
- Core Marketing Concepts

### **The Process of Strategic Planning in Marketing**

- The Marketing Environment
- Objectives and Goals
- Marketing Audit
- Strategic Alternatives (SWOT, TOWS)
- Fitting Strategies With the Overall Marketing Plan

### **Market Segmentation**

- Market Segmentation Defined
- The Benefits of Market Segmentation
- Steps in Market Segmentation
- Market Targeting and Product Positioning

### **The Components of Marketing Communications**

- Communication Defined
- Types of Promotional Objectives
- Steps in Creating an Advertising Campaign
- Advantages and Disadvantages of Various MARCOMS Types
- Evaluating Promotional Campaigns

### **Total Product Concept**

- The Product Life Cycle (PLC) Concept
- Introduction Stage
- Growth Stage
- Maturity Stage



- Decline Stage
- Marketing Strategies and Objectives Across the PLC

### **Building the Competitive Advantage**

- Superior Product or Service
- Superior Assets
- Low Cost Operator
- Innovation
- Global Skills
- Scales Advantages
- Attitude
- Superior Relationships
- Risk Management
- Vision
- Sustaining Competitive Advantage