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The Strategic Marketing Plan

28 October - 15 Novemb

Singapore

The Strategic Marketing Plan

course code: R5020   From: 28 October - 15 November 2024   Venue: Singapore - course Fees: 8250   Euro

Program Objectives:

By the end of the program, participants will be able to:

- Define the concept and scope of strategic marketing.
- Apply the concept of market segmentation.
- Understand the principles of Blue Ocean Strategies.
- Develop the components of the strategic marketing plan.

This Program is designed for:

Marketing professionals, marketing managers, marketing assistants and sales professionals who are involved in marketing activities. This program is worth 25 NASBA CPEs

Program Outline:

The Marketing Concept

- Scope and Functions
- A New Approach to Marketing
- Competitive Pressures Changing the World
- The Smart Bomb Strategic Approach

The Market Segmentation

- The Gap Growth Analysis Matrix
- Optimal Segments: Multifactor Analysis
- Enterprise Growth Segmentation Opportunities
- Analyzing Segments Attractiveness and the Company Capability Related to Them
- Drawing the Segment Selection Matrix

Blue Ocean Strategies

- The Principles of Blue Ocean Strategies
- Moving from Red Ocean to Blue
- Formulating a Blue Ocean Strategy
    - Reconstruct Market Boundaries
    - Reach Beyond Existing Demand

The Business Situation Analysis

Strategic Marketing Planning

- Linking the Marketing Strategy to the Vision, Mission and Objectives of the Company
- The Marketing Planning Process

Strategy Development

- Considering Different Strategic Alternatives
- Analyzing Different Marketing Strategies
- Formulating Long Term Marketing Goals
- Selecting and Developing the Marketing Strategy for the 4Ps

Tactical Planning Activities

- Short Term Marketing Objectives

Developing the Marketing Action Plan

- Developing Activities for the 4 Ps
- Scheduling Activities
- Allocation of Human and Financial Resources

- SWOT Analysis
- Competitive Analysis
- Environmental Analysis

- Using the Yearly Master Action Plan