

Strategic Marketing

Overview

Small and medium sized businesses often have a fragmented and ad-hoc approach to marketing. Developing a more strategic approach does not have to add cost and complexity and can yield significant improvements in the longer term. This course will help directors look more strategically at marketing issues, giving management clear direction and more joined-up approach through areas of the business.

Objectives

This workshop will equip participants with the understanding to:

- better identify the core business problem of their organisation
- propose a range of strategic alternatives
- assess internal business processes and their impact on marketing outcomes.
- apply a range of marketing analysis tools.

Duration

One day, commencing at 10.00am and ending at 4.00pm.

Indicative Programme

Welcome & introductions	Introductions, objectives and programme
What is strategic marketing?	The key role of marketing in modern economies. The relationship between market dynamics and marketing strategies.
Market choice	Where should the business compete? Internal and external analysis tools are explored and practised using a range of case studies.
Marketing management	How to compete: positioning to exploit differential advantage. A strategic view of the components of the marketing mix.
Marketing communications	Defining and communicating the businesses mission, vision and values. Establishing the direction.
Action Planning	Individually identifying and documenting the relevant improvement actions.