

The 5-day Marketing Manager

Objectives

After attending this workshop, participants will be able to:

- Understand how marketing contributes to the achievement of corporate goals
- Develop, present and implement an integrated international marketing strategy
- Harmonise the activities of marketing, sales and operations around common objectives
- Position themselves and the marketing function more effectively in their company

Contents

- Marketing as the company's central driver of profit and growth
- The role of the marketer in the organisation
- Different types of marketing: B2C, B2B, service marketing
- Customer satisfaction, value, and retention
- Corporate strategy and marketing strategy
- Building a marketing intelligence system
- Consumer and business buying behaviour
- Competitive strategies
- Segmenting, targeting, positioning, differentiating
- The innovation process for products and services
- International marketing
- Product and branding strategies
- Pricing strategies and programs
- Channel management and logistics
- Integrated marketing communications
- Sales force management
- E-marketing
- Marketing controlling
- The marketing plan

Methodology

Lectures, case studies, presentations, moderated discussions, group work and videos

Target Group

Young professionals with 0-3 years' marketing or sales experience

Prerequisite

Intermediate level of English

Duration

5 days