

STRATEGIC MARKETING WORKSHOP

Course Code : ELTM
Date : August 22 - 24, 2017 | 3 DAYS
VENUE : Dubai, UAE

Course Objective :

- ☀ To understand the vital elements which constitute an effective and powerful marketing strategy
- ☀ To determine the difference between a 'marketing strategy' and 'marketing tactics', and how we integrate both, to work effectively together
- ☀ To review the Strategic Marketing Planning Process
- ☀ To review the latest trends in marketing, such as Radical Marketing, Viral Marketing, etc.
- ☀ To fully understand your market (i.e. your customers' wants and needs)
- ☀ To understand different approaches to marketing success
- ☀ To build, and track, the key success measures that represent growth in the marketplace

Who Should Attend?

This course is for marketing and sales professionals, business owners, business development teams, senior managers, business unit managers, strategy consultants, and project managers. It is aimed at anyone who wishes to develop a more strategic role in their organization, and take a more holistic approach to the marketing function. *This course builds on the foundations laid by Spearhead's Essentials of Marketing course (pages 73-74). Delegates should have attended this course, or a similar course to be able to fully benefit from the topics covered in the Strategic Marketing Workshop.

Programme Contents :

DAY 1	DAY 2	DAY 3
<ul style="list-style-type: none"> ☀ Introduction To Strategic Marketing ☀ Strategic Vs Tactical Marketing Plans ☀ Product Lifecycle Management <ul style="list-style-type: none"> ● The Marketing Cycle ● Where Marketing Fits With Strategy ☀ Marketing Fundamentals ☀ Customer Value Proposition ☀ Marketing Vs Sales Perspectives ☀ The Marketing Mix Framework ☀ The Power Of Differentiation ☀ The Strategic Marketing Planning Process <ul style="list-style-type: none"> ● The Ten Steps Of The Strategic Marketing Process ☀ The Marketing Audit <ul style="list-style-type: none"> ● Industry Analysis ● Sales & Competitive Analysis 	<ul style="list-style-type: none"> ☀ Understanding Customer Needs <ul style="list-style-type: none"> ● The Consumer's Buying Decision Process ● Maslow's Hierarchy Of Needs ● Cultural Influences On Consumer Buying Behaviour ● The Decision Making Unit ● Consumer Analysis ☀ The Performance Environment <ul style="list-style-type: none"> ● The Internal Environment ● SWOT Analysis ☀ Setting Marketing Strategies & Objectives <ul style="list-style-type: none"> ● SMART(ER) Objectives ● GAP Analysis ● Root Cause Analysis ☀ The Marketing Strategy <ul style="list-style-type: none"> ● The Objective - Strategy Model 	<ul style="list-style-type: none"> ☀ The Power Of Brand Building <ul style="list-style-type: none"> ● Brand Building ● Managing The Brand ● 'Winning' The Brand ● The Brand DNA ☀ New Age Marketing <ul style="list-style-type: none"> ● Radical Marketing ● Viral Marketing ● Good Cause Marketing ● E-Marketing ☀ Controlling & Evaluating For Success <ul style="list-style-type: none"> ● Measuring Success ● Critical Success Factors ☀ Implementing The Strategy <ul style="list-style-type: none"> ● Scheduling & Resource Requirements ☀ Financial Information <ul style="list-style-type: none"> ● Financial Capsule ● Financial Assumptions ● Marketing Budget

About the Programme

Strategic Marketing ensures the sustainability, and strengthens the products / services of a company in any market. It does this by positioning its strengths and resources, using a targeted plan. This increases the sales in both a Niche, or a Mass market. Strategic Marketing identifies the product development, promotion, advertising, creative, distribution, etc. Strategic Marketing determines a successful marketing mix, the targeted segments, positioning, and resources.

This programme includes a series of participative activities which will help guide the delegates to produce a carefully analysed marketing strategy to move their company forward. By the end of the programme, delegates will have acquired the thought processes, frameworks and analysis tools, needed to be constantly optimising their strategy to meet the demanding conditions of the marketplace.

What You Will Gain

- The opportunity to clarify your own understanding of Strategic Marketing and how it works
- The ability to identify the key strategic issues in marketing today
- The opportunity to practice, using different strategic analysis tools, to help clarify your strategic environment
- The structure of a powerful marketing plan

Registration and Further Information

(Please complete this form and send us back via fax or email)



PERSONAL DETAILS

Please print clearly or attach business card:

1) Name : _____

Position: _____

Email: _____

2) Name : _____

Position: _____

Email: _____

3) Name : _____

Position: _____

Email: _____

Company: _____

Department: _____

Address _____

Postcode: _____ Country: _____

Tel : _____ Fax : _____

Nature of Business _____

Company Size: 1-9 10-24 25-49 50-99

100-249 250-499 500-999 1000+

SPONSOR

We wish to register this delegate for the course indicated above. We undertake to pay for the period of the program (please print clearly)

Name: _____

Position: _____

Signature: _____ Date: _____

REGISTRATION COURSE FEES

STRATEGIC MARKETING WORKSHOP

- US\$ 1,950 per delegate

- I would like information on holding this program in house

We can bring this course in house directly to your workplace!

Customized Training Programs

The in-house training of Advanced Studies and Training Center

Tel: +971 4 221 1141; Email: info@astcdubai.com

DISCLAIMER

ASTC reserves the right to change or cancel any part of its published programs or teaching facility due to unforeseen circumstances

HOTEL BOOKING

If you required assistance with booking accommodation for one of our courses, please contact our staff on the following numbers:

Tel: +971-4-2211141, Fax: +971-4-2211848 or Email us on info@astcdubai.com

TRAINING COURSE

STRATEGIC MARKETING WORKSHOP

- August 22 - 24, 2017

In order to guarantee a place on the course delegates are kindly requested to register at least 4 weeks in advance

METHOD OF PAYMENT

1. Please find enclosed a cheque for US\$ _____ made payable to **Advanced Studies and Training Centre**
2. Transfer : Commercial Bank of Dubai
Branch: Mankhool Street | **Account Number** 10001255334
Routing Number: 502320103 | **Swift Code:** CBD – UAE. AD
3. Please invoice my institution.
An invoice will be sent to the mentioned institution on receipt of registration form. Please fill out the sponsor's details below.

CREDIT CARD:

Please Charge my : (Card Type)

- MasterCard Visa Card

Card Holder Name _____

Card Number _____

Expiry Date _____ Security Code No. _____

Amount to be Charge _____

Tel. _____ Mob. _____

Card Holder Signature: _____ Date: _____

SAVE MONEY! DISCOUNTS AND PROMOTIONS!

- Register one month in advance and received up 10% discount.
- Group of 3 more delegates from the same organization receive a 10% discount

OR

- FREE Attendance for 5th delegate from the same organization

TRAINING REGISTRATION DETAILS

TERM & CONDITIONS:

1. Fees Include all the tuition, full course documentation, lunches and refreshments for the duration of the program.
2. Incidental expenses: ASTC in NOT responsible for covering airfare or other travel costs incurred by delegates. Delegates will be responsible for their own accommodations.
3. PLEASE NOTE that ASTC reserves the right to refuse admission to the training if proof of payment has not been received prior to the start of the program.
4. An invoice will be sent upon receipt of the registration form. Payment must be received in full 2 weeks prior to the course start
5. **CANCELLATION POLICY**
 - a) A full refund less on administration fee of US\$ 100 will be given for cancellation requests received up to 45 working days prior the event. Cancellation must be made in writing (letter or fax) and reach this office before the 45 days deadline.
 - b) Delegates who cancel than 45 working days before the event, or who don't attend are liable to pay the full course fee and no refunds can be given. However, if you wish to attend the next course, and you have paid your course fee in full, you will only be invoiced for 25% of that course fee. Please note that the next course must take place within the next 6 months of the initial application. Of course, a replacement is always welcome.

I understand and accept the booking Term & Conditions

Signature _____ Date _____

5 Easy Ways to Register & Obtain Further Information

1 – Tel : + 971 4 221 1141

2 – Fax : + 971 4 221 1848

3 – P. O. Box: 6878, Dubai, UAE

4 – Website : www.astcdubai.com

5 – Email : info@astcdubai.com