



"Excellent Service – Excellent Delivery"



Online Training Course

Developing & Implementing Strategic Marketing Plans

Gaining Deep Understanding of Customers and How to Serve Them

16 - 20 May 2021

03 - 07 October 2021

11:00 to 16:00 Dubai [GMT +4]

An ISO 9001:2015 and ISO 29993:2017
Certified Company



United Nations
Global Compact

Developing & Implementing Strategic Marketing Plans

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Why Choose this Online Training Course?

Marketing is the glue that holds an organisation together, gives it understanding of what customers want, what they value and are willing to pay for. As the marketplace and customer needs change, marketing helps the rest of the organisation understand how to change.

Strategic marketing is the overarching framework that knits marketing activities to the wider business needs, at the same time helping operational teams become customer centric. It provides deep understanding of customers and how to serve them.

Over our five days together participants will develop understanding of how to create a strategic marketing plan; returning to their desks with the outline of a plan tailored to their organisation.

This AZTech online training course will feature:

- A wide range of models, techniques, tools and tips
- How to apply theory in practice when developing marketing strategy
- A process for creating a strategic marketing plan that has input from across the organisation and wins support from key teams and executives
- Delegates working through the key steps to develop their own strategic marketing plan.

How will this Online Training Course be Presented?

This AZTech online training course will utilise a variety of proven adult learning techniques to ensure maximum understanding, comprehension and retention of the information presented. The training course applies theory to the practical situations participants find themselves in. We share a wide range of models and techniques that work in practice, applying them to a case study and participants' own organisations. Participants are encouraged to bring their own company specific issues to work with.

What are the Goals?

By the end of this AZTech online training course, participants will be able to:

- Identify, collect and analyse external and internal business data to identify issues, key factors for success and distinctive capabilities
- Use the data, make assumptions and recommend which products and services their organisation should provide to existing and potential markets
- Identify, segment and prioritise existing and potential audiences based on business objectives
- Quantify marketing objectives for revenues, profits, sales volumes, market share and brand reputation
- Develop a portfolio matrix for the 4 P's – product, price, place, promotion – that will create the framework for marketing activities
- Select the best evaluation mechanisms for proving marketing activities are delivering business objectives

Who is This Online Training Course for?

This advanced level professional online course is for marketing practitioners and business leaders responsible for developing strategic marketing plans, including

- Chief Marketing Officers, Marketing Directors, Marketing Vice Presidents
- Heads of Product Management, Product Development, Research & Analysis, Planning, Programmes & Campaigns, Public Relations, Brand Management, Public Affairs, Advertising, Community Relations, Media Relations, Distribution, Monitoring & Evaluation
- Business Growth Directors, Customer Experience Directors, Sales Directors, Business Strategy Directors, Finance Directors, HR Directors

THE COURSE CONTENT

DAY 01: Introduction to Marketing Planning

- The core marketing concepts
- 4 P's of the marketing mix: product, price, promotion, place
- Useful frameworks for creating a marketing strategic plan
- Setting strategic marketing goals: linking to corporate vision, mission & business objectives

DAY 02: Situation Review – Analysing the Current Situation

- Different models for conducting a marketing audit
- Collating customer and product data
- Using a SWOT to identify key internal & external factors
- Making assumptions based on the SWOT analysis
- Determining demand for your products and services
- Agreeing expected results

DAY 03: Formulating Strategy

- The 4 competitive strategic positions
- Ansoff's Matrix: setting strategic marketing objectives
- Understanding what motivates audiences
- The market segmentation process
- Creating buyer personas for key market segments
- The marketing control process: forecasting, budgeting & monitoring

Day 04: 4 P's – Executing Marketing Tactics

- Developing new products and services
- Managing the product life cycle
- Product mix decisions: families, lines and brands
- Pricing mix decisions: costs, demand, methods
- Promotion mix decisions: advertising, promotions, PR & selling
- Place mix decisions: push vs pull, channels length & type

Day 05: Delivering the Marketing Strategy

- Co-opting a team representing key areas of the business to input to the strategy
- Running workshops to ensure the marketing strategy captures experiences and concerns of stakeholders
- Drafting the document: number of pages and their content
- Anticipating office politics: winning support up and down the organisation
- Action planning

COURSE SCHEDULE:

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THE CERTIFICATE

An AZTech e-Certificate for delegates who attend and complete the online training course



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REGISTER NOW

THE COURSE SCHEDULE	
First Session	11:00 – 12:30
1st Break	12:30 – 12:45
Second Session	12:45 – 14:15
2nd Break	14:15 – 14:30
Third Session	14:30 – 16:00



DOWNLOAD TRAINING PLAN 2021

Scan this code with your smart phone to download Training Plan 2021

Our training portfolio will provide you a number of seminars and courses to choose from depending on your organisational goals and personal development objectives.

CERTIFICATION

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