

Marketing Strategy and Planning

Course Outline

The development of an appropriate marketing strategy and the creation of a robust planning process lie at the heart of a successful business. This practical course will provide delegates with a structured approach to develop their knowledge and skills in this vital area.

Desired Results

- Greater understanding of your internal strengths
- Greater understanding of your external market and opportunities
- Clearly articulated vision of your future marketing strategy
- Sustainable, transformational growth through successfully implementing your new marketing strategy

Course Duration

1-3 days: This course has been split up into logical topics so that you can pick and choose the topics of particular interest to you. Alternatively you can stick with the fixed 1, 2, or 3 day programme.

DAY ONE:

Internal analysis:

- SWOT analysis
- Positioning in market
- Target customer base
- Internal strengths, capabilities, points of differentiation and competitive advantage
- Product Portfolio analysis
- The value of your Brand and Brand positioning

DAY TWO:

External analysis:

- PEST analysis
- Market research
- Competitive analysis
- Understanding your customers, target markets and opportunities for growth
- Segmenting the marketplace
- Evaluate the attractiveness of new potential targets

DAY THREE:

Defining your Marketing Strategy

- Define your Company's Marketing strategy
- Provide tools for effective forecasting, controlling and tracking