



The Marketing Masterclass

An Executive Training Course: **May 9th 10th 11th 2010**, Dubai, UAE.

Marketing is the process of planning and executing the conception, pricing, promotion, and distribution of goods, services and ideas to create exchanges with target groups that satisfy customer and organisational objectives.

...developing high marketing performance



This comprehensive training course addresses the critical issues faced by every marketer when the company **looks to you** to combine the objectives of the organisation with the needs and opportunities in the marketplace.

This Masterclass is aimed at those individuals who are destined for senior Marketing, Sales or General Management positions within their organisation.

The seminar will pull together the product, pricing, promotion, positioning and distribution channels into a business-building marketing mix and a strategic marketing plan.

Case studies, examples and a comprehensive pack of marketing planning tools, will enable the delegates to put theory into professional practices that are essential for competitive business performance.

Upon successful completion of the course attendees will:

- Explore how marketing concepts are being applied within the company.
- Identify marketing opportunities and solve marketing problems.
- Determine the impact of market share and life cycle issues on marketing opportunities.
- Develop and evaluate alternative pricing strategies.
- Develop essential skills in modern marketing planning.
- Resolve marketing issues with other people in the company.

Course Content

Overview

- The importance of marketing in an organisation
- Defining marketing in the larger context of the business environment
- Reviewing marketing mix basics using marketing's 4 P's
- The habits and motivations of the consumer as it relates to marketing
- Examining the role of the marketing manager



Creating a strategic marketing plan

- Understand the relationship between the marketing plan and the organisation's overall strategic and business plan.
- Drafting the business mission.
- Using SWOT analyses and translating them into strategic options.
- Analysis of the product and market portfolio.
- Determining target markets and related strategies.
- Setting marketing objectives (Ansoff).
- Writing the strategy and action plans
- Defining core terms in a plan



How to successfully manage the product's life cycle

- Understanding each stage of the product life cycle
- How the product life cycle affects the development of new products and the management of existing products
- Extending the product life cycle
- Using relative market share and business screen analysis

The power of pricing

- Gap analysis and pricing objectives
- Discerning the impact of a price increase
- Understanding pricing forces both internal and external
- Pricing strategies

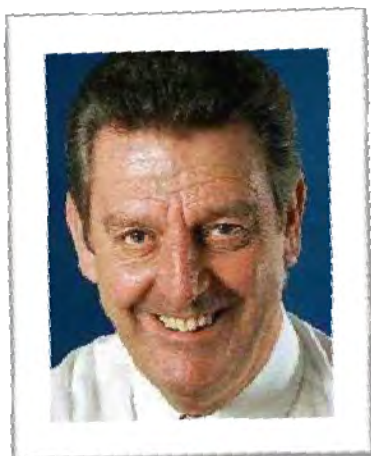
The role of segmentation

- Why segment?
- Using the positioning statement as a key segmentation tool
- Information sources for segmentation
- The characteristics of segments
- Using positioning to gain a truly sustainable competitive advantage

Marketing Communications

- The core elements of market communications
- Integrated marketing communications and the importance of having the marketing function as a integrated system within the company
- The critical relationship between advertising and life cycle
- Dealing with agencies
- Using copy strategy effectively
- Budgeting for promotion
- Briefing the sales team and agents

Instructor: **Bill Levell.**



His hugely successful career includes appointments for marketing and sales in a wide variety of markets at senior Board and management level (UK and overseas.)

Clients regard him as a visionary thinker and a vital catalyst in the development of their strategic plans and practical implementation of sales and negotiation techniques.

Highly experienced in all aspects of Strategic Development, Management, and Advanced Negotiation. He has developed his own planning and analysis tools, which are now a standard part of the sales and marketing curriculum's and utilised by blue chip companies' world wide to automate the decision-making process and create effective plans.

Bill loves sharing his experiences and is a Senior member of the Chartered Institute of Marketing's Faculty having been a course director for 20 years



**THE INSTITUTE OF
SALES & MARKETING**

Telephone: + 971 4 345 3353 Facsimile: + 971 4 345 3356

To: **Simon Robert Parker**
Company: **ISM Training**
Fax Number: **04 345 3356**

Marketing Masterclass – Course Application Form

Please reserve the following seat on the course:

Name:
Company:
Position:
Fax:
Phone:
Email:
P.O. Box:
Country:
City:
Nature of Business:
No. of employees for which you are in charge:
No. of years experience in marketing related role:
Area for which you are responsible (Circle) City/Country/Continent/Hemisphere/Globe

Number of places required: (Please tick the appropriate box or insert number required)
 Currency is UAE Dirhams.

Individual	4,960 Dhs	<input type="checkbox"/>
Group (More than one)	4,460 Dhs	<input type="checkbox"/>

Name/position invoice should be addressed to:

Please Fax back the completed Form to + 971 (0) 4 3474296

**We will send you confirmation of your booking and further details
Thank you.**