



Strategic Marketing

March 9th 10th 11th 2010, Dubai, UAE.



An organisation that develops and performs its production and marketing activities with the aim of satisfying the needs of its customers is market oriented. A market oriented organisation is clear that the "strategy" behind marketing is about managing relationships in an integrated and holistic manner

This comprehensive marketing course 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.

The overall purpose and principal focus of strategic marketing planning is the identification and creation of sustainable competitive advantage

- Can you list your key target markets in order of priority?
- Can you describe (qualitatively & quantitatively) the value that is required by each of your target markets?
- Can you describe how your company creates this value in each key target market?
- Do the senior people in your company support these points?
- Are all of the functions in your company organised in a way that is supportive of delivering the value required?

This 3 day course provides you with an opportunity to review your current approaches and compare these with good practice and other sectors.

Upon successful completion of the course attendees will:

- Understand marketing concepts and how they are applied in the organisation.
- Understand and develop essential skills in modern marketing.
- Resolve marketing issues within the company.
- Learn how to create a fully integrated strategic marketing plan.
- Identify marketing opportunities and solve marketing problems.
- Develop and evaluate alternative pricing strategies.



Course Overview:

- The importance and role of marketing in an organisation
- Defining marketing in the larger context of the business environment
- Setting marketing objectives
- Drafting the marketing plan
- Determining target markets
- Market and product portfolio
- Relationship between marketing plan and business plan.
- The challenge of establishing a market orientation
- The tools of internal and external analysis
- Aligning strategic, operational and tactical level plans
- The challenges of segmentation in both B2B and B2C organisations
- How the marketing mix creates competitive advantage
- Metrics to improve future performance



You will take away from this course how to:

- Structure and write strategic and operational marketing plans
- Assess your organisation's use of strategic marketing and make constructive recommendations to maximise 'business' benefits from a customer orientated perspective
- Appreciate the customer-focused planning process and be able to map your organisation's decision-making against it
- Use the key tools and techniques that ensure planning is externally focused
- Manage segmentation analysis and decision making
- Recognise barriers to achieving high performance organisations and teams, and be able to recommend practical steps to overcome these in a variety of scenarios
- Appreciate the critical importance of control and be able to recommend a range of control metrics in financial and marketing terms

William (Bill) Levell

Strategic Marketing Planning – Course Instructor



Bill Levell is a principal consultant at the Chartered Institute of Marketing (the world's largest professional body for marketers) where he specializes in Marketing, Sales, and Business Strategy. He is the longest serving Faculty Director having been there for over 30 years.

His personal clients include Citibank, British Airways, Siemens and the UK Government who regard him as a vital channel in the development of their business strategy and practical implementation of their marketing and sales plans.

Bill's own corporate career began in front line sales and grew to take senior appointments at Management and Board level both as Marketing Director and then Managing Director of a UK listed £350m turnover company.

His reputation is founded on a combination of very practical experience (spanning many markets and industries) and the ability to think outside of current business boundaries. He regularly assists with the development of creative opportunities for businesses and is regarded as an important catalyst in strategic management thinking. He is well known for his design and implementation of process consultancy and training programmes, which are both highly practical and stimulating. His wide experience and ability to relate to many situations across a range of markets make his contributions invaluable and easily assimilated.

Bill is passionate about training and his knowledge, experience, creativity and sense of fun combined with his highly interactive and participative style of delivery and facilitation are consistently appreciated as an opportunity to unlock the potential of the delegates who attend his courses



**THE INSTITUTE OF
SALES & MARKETING**

Telephone: + 971 4 345 3353

Facsimile: + 971 4 345 3356 Email: info@ismdubai.com

To: **Simon Robert Parker**

Company: **ISM Training**

Fax Number: **04 345 3356**

From:

Strategic Marketing– A Three Day Intensive Training Course.

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 Sales and Marketing employees for which you are in charge:
No. of years experience in Sales/Marketing 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**

Group (More than one) **4,560 Dhs**

Name/position invoice should be addressed to:.....

Please Fax back the completed Form to + 971 (0) 4 345 3356
We will send you confirmation of your booking and further details.
Thankyou.

Tel: 04 345 3353 PO Box 33851, Dubai, UAE. Fax: 04 345 3356
Training@ISMdubai.com "Towards Best Practice..." www.ISMdubai.com