

€ TRAINING

The Strategic Marketing Plan



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Introduction:

A marketing plan clarifies the key marketing elements of a business and maps out directions, objectives, and activities for the business and its employees. This course tackles several aspects of a company's marketing and promotion plan such as the marketing mix the 4Ps, the evaluation of marketing opportunities, researching, analyzing and identifying target markets, and developing a strategic position for the company to implement the strategy. The course covers everything from the preparation and implementation of the marketing plan to measuring and evaluating the results of the organizational marketing efforts.

Course Objectives:

At the end of this course the participants will be able to:

- Apply a logical step-by-step process to produce a sound marketing plan
- Devise a marketing plan that builds on marketing audit findings
- Use marketing audit findings to identify effective strategies and tactics
- Develop the components of the strategic marketing plan
- Identify and implement the different marketing warfare strategies offensive, defensive, and flanking

Targeted Audience:

- General Managers
- Marketing Managers
- Product and Sales Managers
- Market Researchers
- Planning Managers
- Marketing Professionals

Course Outlines:

Unit 1: The Marketing Concept:

- Scope and functions
- Competitive pressures changing the world
- The smart bomb strategic approach
- Definition of strategic planning
- Organizing the general planning framework

Unit 2: The Marketing Planning Process:

- The benefits of planning
- Reasons to write a marketing plan
- The marketing plan format
- The marketing planning process
- Setting 'SMART' objectives and goals
- Linking the marketing strategy to the vision, mission, and objectives of the company

Unit 3: The Business Situation Analysis:

- The components of a company's environment
- The framework for competitive analysis
- Components of internal analysis
- Components of the external analysis
- Competitive and customer analysis
- Environmental analysis
- 'SWOT' analysis
- The five forces diagram
- Portfolio analysis and design the Boston Consulting Group matrix

Unit 4: Planning Segmentation, Targeting, and Positioning:

- Basis for segmentation
- Benefits of segmentation
- The market segmentation process
- Criteria for B to B segmentation
- Effective positioning
- Steps in market segmentation, targeting, and positioning
- Creating a powerful value proposition
- Crafting a value proposition and positioning

Unit 5: Strategy Development:

- Considering different strategic alternatives 'TOWS' analysis
- Analyzing different marketing strategies
- The growth strategy matrix
- Factors shaping the choice of strategy
- Blue ocean versus red ocean strategies