



The Power of Strategic Marketing

Increasingly, marketing managers are involved in charting the direction of the organization and contributing to decisions that will create and sustain a competitive advantage and affect long-term organizational performance; hence, the emergence of strategic marketing management.

The fundamental premise underlying market-driven strategy is that the market and customers that form the market are the starting point in strategy formulation. This reality based session will drive the participants to learn how to meet and succeed market challenges being faced by organizations.

Expected Accomplishments

- Provide an opportunity to diagnose an organization's market-driven strategies
- Conduct analysis that is needed to develop strategy recommendations
- Apply the strategy concepts and decision making processes developed in the course
- Improve analytical skills in preparing and presenting management briefings
- Written analysis of the case to develop writing skills

Course Outline

- The great strategy debate
- Marketing strategy perspectives
- What is strategic marketing?
- The scope of strategic marketing
- Strategic marketing planning
- Crafting strategy
- Building your company's vision
- Competing on resources
- Strategic and operational marketing plan
- A marketing plan outline
- Marketing plan worksheet
- Strategy as stretch and leverage
- Strategy as revolution
- Competing for the future
- Creating the future
- Co-opting customer competence
- Fall & rise of strategic planning
- Sustainable advantage
- Creating corporate advantage
- Strategy under uncertainty
- Core competence
- Strategic intent
- Competing on capabilities
- How competitive forces shape strategy





- What is strategy?
- Competitive strategy
- Formulating a marketing strategy

Who Can Benefit

Sales and marketing personnel

Related Training

- Practical Marketing Skills
- Market Research & Forecasting

Duration

2 days

Mode

Consultant led classes including lectures, tutorial exercises, video and case study

Prerequisites

A basic understanding of marketing principles

Course Code: MKT-340

