

Strategic Marketing Planning

OVERVIEW

Course duration: 2 days.

This course offers a structured approach to developing a marketing strategy starting with the principles of a marketing approach and including the integration of the marketing plan with the company's overall business strategy.

IS IT RIGHT FOR ME?

The course is for those involved with the planning, development and implementation of marketing plans.

WHAT WILL I LEARN?

By the end of this course you will be able to:

- Develop marketing objectives.
- Understand the structure of a marketing plan.
- Use the elements of the marketing mix.
- Evaluate marketing activity.

WHAT WILL IT COVER?

What is Marketing Orientation?

- What determines a marketing led company

The Elements of the Marketing Mix

- The Seven P's of Marketing explained and used practically

Adapting the Plan to Brand/Market Needs

- How to use the planning process for different brands at different stages of maturity

Marketing Audit – The rules and guidelines for conducting a marketing audit

- The tools of marketing planning – an investigation into the planning tools available, portfolio planning, SWOT analysis etc

Segmentation Targeting and Positioning

- Identifying the company's key target segments and accessing those segments

Competitive Advantage Analysis

- Discovering the roots of competitive advantage and how to determine the competitive advantage

Marketing Research

- The role of market research
- A review of the techniques available and when to use the most appropriate technique

Setting Goals and Objectives

- Using the analysis and planning to set clear and achievable goals for the business
- The objectives cascade from corporate to marketing objectives

Marketing Communications Strategy

- The communication process - how it works

Measurement and Evaluation

- Measuring the plan and learning from what's gone right and what's gone wrong

Action Plans

- Each delegate prepares their personal list of actions to complete in the workplace

FURTHER COURSES TO CONSIDER

Market Research Analysis and Insight

Effective Digital Marketing

Great Copywriting

Marketing Communications