



## How to Swim with Marketing Sharks

### Phase One

#### **Fundamentals of Marketing: *Your Action Plan for Success***

##### **Navigating the Marketing Function**

- Definition of Marketing
- Role of Marketing
- Principles of Marketing
- The Marketing Mix

##### **Successful Product Management**

- Definition of the Product
- Essentials of Product Planning
- The Product Development Process
- Product Life Cycle and Strategies

##### **Pricing Decisions for Distinguished Results**

- Overview of Factors Affecting Pricing Decisions
- Stages for Establishing Prices
- Pricing Techniques

##### **Managing Integrated Marketing Communication (IMC)**

- Definition of IMC
- The Communication Process
- Principles of Communication
- Developing Effective Communication
- Deciding on the Marketing Communication Mix (Advertising, Sales Promotion and Public Relations)
- Measuring the Effectiveness

##### **Creative Advertising for Results**

- Developing and Managing Advertising Program
- Deciding on Media and Measuring Effectiveness

##### **Strategic Marketing Planning for Breakthrough Strategies**

- Overview of Strategy and Planning
- The Marketing Mission
- The Business Situation Analysis
- Considering Strategic Alternatives
- Developing the Marketing Plan

## Phase Two

### The Strategic Marketing Function: The Epicenter of Successful Business Strategy.

#### Definition of Marketing

- Marketing Defined
- Marketing Concepts

#### Role of Marketing

- Marketing Management
- Philosophies of Marketing Management
- Evolution of the Marketing Department
- Organizing the Marketing Department
- Marketing and Company Functions
- Strategies to Building Company Wide Marketing Orientation

#### Principles of Marketing

- Analyzing & Identifying Aspects of Marketing Macro-environment
- Analyzing the Buying Behavior

#### The Marketing Mix

- The 4 Ps
- The 4 Ps vs. The 4 Cs
- The 7 Ps of a service

## Phase Three

### Successful Product Management: In a Slow Economy...Your Real Breakthrough

#### What is the Product?

- The Product Defined
- Product Classification

#### The Product Manager

- Role & Responsibility
- Skills and Competency

#### Essentials of Product Planning

- Branding
- Packaging
- Labeling
- Differentiation

#### The Product Development Process

- Idea generation & Screening
- Preparation and Sign-off of Business Case
- Product Filing
- Product Launch
- Post Launch Monitoring



### **Product Life Cycle and Strategies**

- How Does the Product Grow?
- The Basic Strategies Involved

### **Phase Four**

#### **Pricing Decisions for Distinguished Results: Your Tool for Prosperity**

##### **Overview of Factors Affecting Pricing Decisions**

- Market Analysis
- Pricing Objectives
- Factors Affecting The Decision

##### **Stages for Establishing Prices**

- Setting The Price
- Adapting the Price

##### **Techniques for Quality Pricing Decisions**

- Initiating Price Changes
- Responding to Price Changes

### **Phase Five**

#### **Managing IMC:**

#### **Make the Most of Your Media Dollars for Better Bottom Line Results**

##### **Integrated Marketing Communication**

- The Communication Process
- Principles of Communication
- Definition of IMC

##### **Developing Effective Communication**

- Identifying Target Audience
- Determining the Communication Objectives
- Designing the Message
- Selecting Channels
- Establishing the Budget

##### **Deciding on the Marketing Communication Mix**

- The Adoption Process
- Components of the Communication Mix
  - ✓ Advertising
  - ✓ Sales Promotion
  - ✓ Public Relations
- Factors Affecting the Mix
  - ✓ The Type of Product/ Market
  - ✓ Push vs. Pull Strategy

- ✓ Buyer Readiness Stage
- ✓ Product Life Cycle Stage
- Measuring the Effectiveness

### Phase Six

#### **Creative Advertising for Results:**

**Advertising is no entertainment; it is a medium of worthy information**

#### **Developing and Managing Advertising Program**

- Setting the Objectives
- Deciding on the Budget
- Choosing the Message
  - ✓ *The important Role of Research*

#### **Deciding on Media and Measuring Effectiveness**

- Appraising the FRI Effect
- Deciding on Media:
  - ✓ Types
  - ✓ Vehicles
  - ✓ Timing
- Evaluating Effectiveness
  - ✓ *The important Role of Research*

### Phase Seven

#### **Strategic Marketing Planning:**

**It is more Important to do What Is Strategically Right than What is Immediately Profitable**

#### **Overview of Strategy and Planning**

- Business Vision, Mission & Objectives
- Establishing SBUs
- Business Portfolio Management
  - ✓ The BCG Approach
  - ✓ The GE Approach

#### **What Is Strategic Marketing Planning All About?**

#### **Steps Undertaken in Strategic Marketing Planning**

- Analyzing Opportunities
- Developing Strategies
- Setting Plans
- Arranging Programs
- Managing the Efforts

#### **The Marketing Plan**

## Phase Eight Marketing Research and the Know How Tools

### Objectives

By completing the course, attendees will be able to:

- Appreciate the role of research in the success of the business
- Develop an understanding of the Marketing Research Process
- Differentiate between different methods of research
- Coordinate different types of research
- Interpret and integrate research findings into various business aspects

## Phase Nine Customer Relationship Management Delighting your customer... your key to maintaining his satisfaction, value & retention

### Customer Value and Satisfaction between Theory & Practice

- Customer Value
  - ✓ *The Equation*
- Customer Satisfaction
  - ✓ *The Toolkit*

### Nature of High Performing Businesses

- Identifying the Stakeholders
- Setting the Processes
- Allocating the Resources
- Organizing the Organizational Culture

### Delivering Customer Value & Satisfaction

- Value Chain
- Value-Delivery Network

### Attracting & Retaining Customers

- Attracting Customers
- The Cost of a Lost Customer
- Retaining Customers

### CRM – The Key

- Identifying the role of CRM
- Various Applications of CRM
  - ✓ *The Function of Customer Management Unit*
- Customer Profitability
- Total Quality Management



## Phase Ten

### Branding...

#### The Art and Corner-stone of Marketing.

#### What is a Brand?

- The meaning of a brand
- The six levels of a brand
  - ✓ Attributes
  - ✓ Benefits
  - ✓ Values
  - ✓ Personality
  - ✓ Culture
  - ✓ User

#### Brand Equity Concept

- Stages in Brand Development
  - ✓ Awareness
  - ✓ Acceptability
  - ✓ Preference
  - ✓ Loyalty
    - Advantages of owning a strong brand equity
    - Brand Equity vs. Customer Equity

#### Branding Challenges

- To brand or not to brand
- Brand-Sponsoring Decision
- Brand-Name Decisions
- Brand-Strategy Decisions



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**Duration of each phase; five days/40 hours for each phase**

- It is five days, from 9:00 a.m. till 5:00 p.m.
- It is 40 hours training
- Total of 400 training hours for the ten phases
- Minimum two weeks break between each phase

**Target Audience**

- Top management/non marketers
- Junior to middle level executives is eligible to attend this course
- Training group is not to exceed ten participants