

# Marketing for Better Results Course

## Venue Information

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**Venue:** London UK

**Place:**

**Start Date:** 2025-07-14

**End Date:** 2025-07-18

## Course Details

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**Net Fee:** £4750.00

**Duration:** 1 Week

**Category ID:** P,CS,SAMC

**Course Code:** P,CS,SAMC-4

## Syllabus

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### Course Syllabus

#### Introduction

**This program is designed for:**

Marketing professionals, corporate executives, marketing managers, advertising managers, product managers, sales personnel, and others who are involved in marketing activities at all levels of the organization.

#### Objectives

- Define the nature and concept of marketing in a competitive environment.
- Understand the process of planning for marketing activities.
- Apply the techniques used in assessing market opportunities.
- Generate information necessary for implementing successful marketing strategies.

## **Understanding Marketing Management**

- Defining Marketing
- The Aims of Marketing
- Core Marketing Concepts

## **The Process of Strategic Planning in Marketing**

- The Marketing Environment
- Objectives and Goals
- Marketing Audit
- Strategic Alternatives (SWOT, TOWS)
- Fitting Strategies With the Overall Marketing Plan

## **Market Segmentation**

- Market Segmentation Defined
- The Benefits of Market Segmentation
- Steps in Market Segmentation
- Market Targeting and Product Positioning

## **The Components of Marketing Communications**

- Communication Defined
- Types of Promotional Objectives
- Steps in Creating an Advertising Campaign
- Advantages and Disadvantages of Various MARCOMS Types
- Evaluating Promotional Campaigns

## **Total Product Concept**

- The Product Life Cycle (PLC) Concept
- Introduction Stage
- Growth Stage
- Maturity Stage
- Decline Stage
- Marketing Strategies and Objectives Across the PLC

## **Building the Competitive Advantage**

- Superior Product or Service
- Superior Assets
- Low Cost Operator
- Innovation
- Global Skills
- Scales Advantages

## • Sustaining Competitive Advantage