



The Strategic Marketing Plan

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(5 Days Training Course)



Why Attend

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 in order to implement the strategy. The course covers everything from preparation and implementation of the marketing plan to measuring and evaluating the results of the organizational marketing efforts.

Course Methodology

The course employs a variety of case studies and exercises aimed at enhancing the right set of skills needed to develop and monitor the implementation of a strategic marketing plan. Group presentations and short debriefs related to different strategic marketing planning topics will also be integral parts of the course.

Course Objectives

By the end of the course, 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)

Target Audience

General managers, marketing managers, product and sales managers will find excellent value in attending. Market researchers, planning managers, and other practicing managers associated with the development of marketing plans, will also significantly benefit from the course.

Target Competencies

- Micro and macro analysis
- Setting marketing mix
- Devising 'SMART' goals
- Blue ocean strategies
- Managing business portfolio
- Producing a Boston Consulting Group matrix
- Structuring a marketing plan

Course Outline

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

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

The business situation analysis

The components of a company's environment

The framework for competitive analysis

Components of internal analysis

Components of external analysis

Competitive and customer analysis

Environmental analysis

'SWOT' analysis

The five forces diagram

Portfolio analysis and design

(the Boston Consulting Group matrix)

Workshop: marketing analysis

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

Workshop: crafting a value proposition and positioning

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

Workshop: formulating strategies and contingencies

Tactical planning applications

Setting the scene: the marketing mix

The components of the marketing mix

Using the marketing mix model

Workshop: setting the marketing mix