

Strategic Marketing for Today's Business

Sales & Marketing & Customer Care



In-Class



16 hours



**USD 650
+ EGP 4470**



Registration Deadline
9-Mar-2025

Course Description:

Strategic marketing identifies and utilizes an organization's competitive advantage in its current and future markets, to determine the best resource allocation and activities – to create mutually beneficial value for itself and its customers. By the end of the program, delegates will have acquired the thought processes, frameworks, and analytical tools, to optimize their strategy for meeting the demands of today's complex, competitive, and constantly changing marketplace.

Target Audience:

The program is designed for mid-level to upper-level executives, who play a strategic role in developing products and managing brands. Marketing and sales professionals, business owners, business development teams, and business unit managers, seeking strategic frameworks that drive corporate success, will also benefit from this highly regarded marketing course.

Course Objectives:

By the end of the course, participants will be able to:

- Assess your organization's current strategic marketing plan and identify barriers to achieving high performance
- Use market analysis and feedback to gain a competitive advantage
- Design and implement strategic and operational marketing plans that create sustainable customer value
- Learn a range of marketing control metrics to track success
- Learn the importance of Digital Marketing as part of the overall Marketing Strategy

Course Outline:

Day One

- Introduction To Strategic Marketing
 - Strategic Versus Tactical Marketing
- The Strategic Marketing Process
- A TWO-DAY TRAINING PROGRAMME
- Strategic Marketing – For Today's Business!
- 'Not All Strategies Are Successful; But All Success Comes From Good Strategies'
- Goal Setting
 - Corporate And Functional Objectives
 - Smarter Objectives

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- Situational Analysis
 - Competitive Positioning Strategy
 - Market Segmentation
- Brand Strategy
 - The Principles Of Brand Strategy

Day Two

- Consumer Analysis
 - Consumer Insights
 - The Customer Buying Decision Process
 - The Decision-Making Unit
- Environment Analysis
 - The Industry Analysis
 - Sales And Competitive Analysis
 - SWOT Analysis
 - PESTLE Analysis
- Strategy Formulation
 - Gap Analysis
 - Ansoff Growth Matrix: Competitive Growth Strategy
 - Porter's Generic Competitive Strategies
 - The Marketing Strategy Map
- The Marketing Mix
 - The Marketing Mix Framework
 - The Power Of Differentiation
 - The Marketing Initiative Action Plan
 - Controlling And Evaluating Success
 - Critical Success Factors
 - The Marketing Budget

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Trainer BIO:

Nisrine El Hajji – Senior Marketing Associate, Spearhead Training

Nisrine El Hajji is an Arab national, based in the UAE since 2002. She grew up in France and was educated in three different countries – Morocco (Bachelors Degree in Marketing), USA (part Masters in Business Administration) and France (Masters Degree in Marketing, Management and Communication) at ESC Postgraduate College, Toulouse. She speaks four languages – English, Arabic, French, and Spanish. Throughout her 20+ years of professional Sales and Marketing experience in the Gulf, she has worked with leading brands in Telecommunications, Airports, Five Star Hotels, Pharmaceuticals, Airlines, International Car Rental, HR Recruitment, Satellite Television, Real Estate, etc., delivering a range of impactful courses. She developed, and delivered, Sales and Marketing programmes aimed at generating increased demand, wider brand recognition, and improving overall business performance. In a consultancy role for Spearhead, she has also worked with organizations in both the public and private sector, including Sharjah Commerce & Tourism Development Authority, Lacoste, Mercedes, and others. She helped define their strategic paths, from product development, to customer engagement and feedback. During her time in the region, Nisrine has successfully executed route-to-market projects as she helped companies reposition their products to match the consumer needs and the changing market dynamics. She has created business plans for major media clients in the UAE and Saudi markets, written for Gulf Marketing Review, and prepared papers for clients on branding, and its relationship to corporate growth. Nisrine has also delivered end-to-end sales trainings to help B2C and B2B companies further penetrate their existing market and reinforce their competitive advantage. Her diverse portfolio of experience has provided her with the valuable knowledge and expertise, to utilise the right Sales and Marketing tools, to achieve maximum growth and return on Investment for her clients. Her greatest strengths as a Trainer are her expertise in Strategic Marketing, Strategic Management, Leadership & Teambuilding, Advanced Selling Skills, Key Account Management, Communication Skills, Presentation Skills, Customer Relationship Management (CRM), and New Media Marketing. Nisrine's Sales and Marketing courses help the participants gain a thorough understanding of the customer's pain points, map out a plan to address them, communicate the benefits offered by the client's solutions, and incite action. She uses real-life case studies and coaches her delegates on best practices for maximum learning impact. Nisrine is a strategic, analytical, and innovative thinker, able to turn raw concepts and plans into practical working procedures. She has a passion for sharing knowledge, and this made NISRINE EL HAJJI BA (Marketing), MA (Marketing, Management, and Communication) Senior Management Associate, Spearhead Training, UAE 9 © Spearhead Training. All Rights Reserved. her decide to pursue a career in training. Nisrine brings fresh perspectives and best practices, into her training, and derives immense satisfaction from interacting with her delegates. Her pragmatic approach, ability to think on her feet, and strong interpersonal skills, are the building blocks of her capacity to deliver powerful training to her delegates; training they can immediately apply back in their workplace. In 2009, Nisrine joined Spearhead as a Senior Management Associate.

About Spearhead:

Spearhead's regional Middle East office (Spearhead Gulf LLC) opened in Dubai, in November 1997. Since then, the company has established a powerful reputation for delivering training of the highest quality, comparable to, and (because of local market knowledge and local case studies) often exceeding that found anywhere in Europe, the U.S.A., and the rest of the world. In January 2001, the company opened its Abu Dhabi branch. This branch office expanded rapidly and has become the training provider of choice for many leading companies and organizations in the UAE capital. Spearhead has the capability to deliver courses in English, in English with Arabic facilitation, and 100% in Arabic. Over the past twenty-six years, Spearhead has worked with 4,000+ companies and organizations across the Middle East region, and over 26,000 worldwide. These include small, medium-sized, and multinational companies, and organizations from over 50+ different sectors.