



**9105**



**In-Class**



**16 hours**



**USD 650  
+ EGP 3,000**

## 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, and to create mutually beneficial value for itself and its customers.

By the end of the programme, 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 programme 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:

- To assess your organization's current strategic marketing plan and identify barriers to achieving high performance
- To use market analysis and feedback to gain a competitive advantage
- To design and implement strategic and operational marketing plans that create sustainable customer value
- To learn a range of marketing control metrics to track success
- To 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
- Goal Setting
  - Corporate and Functional Objectives
  - Smarter Objectives

- 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

## Course Provider:

Spearhead Training