

The Marketing Roadmap: Creating a Clear Path to Success

Sales, Marketing & Customer Care



9025



In-Class



8 hours

Course Description:

This course is designed to shift your perspective from that of a consumer to that of a strategic marketer. Through a structured, step-by-step approach, you'll gain a clear understanding of the entire marketing process—from conducting market research to developing a comprehensive marketing strategy and plan. Core marketing principles will be brought to life through engaging discussions, real-world examples, and interactive activities. The program also examines how emerging technologies, social media, and the internet are reshaping the marketing landscape, preparing you to navigate and leverage these changes effectively.

Target Audience:

Marketing Professionals

Course Objectives:

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

- Discuss the importance of marketing research.
- Explain how to set a marketing strategy
- Demonstrate the importance of setting a marketing plan
- Discuss how to market in a connected world

Course Outline:

Module 1: Marketing Research

- Why is marketing research important?
- Problem identification and problem-solving research.
- Types of research data.
- Putting together a research brief and preparing to commission research

Module 2: The Marketing Strategy

- Defining the Mission
- External influences / PESTLE analysis
- SWOT Analysis - Strengths, Weaknesses, Opportunities, and Threats
- Setting marketing objectives
- The marketing strategy and marketing mix

Module 3: The Marketing Plan

- Why is a marketing plan necessary?
- Contents of a marketing plan
- Implementation – making the marketing plan work
- Marketing plan evaluation and control

Module 4: Marketing in a Connected World

- Major changes in today's connected marketplace
- The power of the "F" Factor (Friends, Family, Facebook, Fans, Followers)
- Connectivity is the game-changer of marketing
- From traditional to digital marketing

Assessment Strategy:

Participants will be informally assessed based on their interaction during sessions and their participation in group exercises.

Upon Successful Completion of this Course, participants will obtain:

0.6 CEUs

Course Language:

English Material

Bilingual Explanation

Prerequisites:

N/A