

Marketing and Brand Strategy

Course Overview

The marketing and Brand strategy training course is all about evaluating the potential impact of emerging contemporary marketing challenges and apply strategic thinking to develop future organization's strategies.

This course focuses on how organizations formulate, implement, and evaluate marketing and Brand strategies that drive high performance for an organization. Marketing and strategic management concepts and techniques are studied. The learners will apply a range of analytical frameworks and methods that can help managers make decisions. The learner's ability for strategic thinking is expected to be enhanced through this course in order to critically analyse and integrate data about the company's internal and external environments, and to use this information in developing and putting into practice innovative strategies toward creating sustainable competitive advantage. Additionally, the learners will be taught how to comprehend various strategic options and analyse strategic management problems and ideas that are critical in the fast-changing world of marketing.

Course Outline

- What is Marketing?
 - Understand Marketing Principles and how to think about marketing
 - Core Marketing Concepts Needs, Wants, and Demands
 - Marketing and Customer Value chain
 - Marketing Planning Framework
 - Structure of Marketing Fundamentals
- Strategic Directions
 - The company's mission and vision in the industry
 - The company's values
- Situation analysis
 - Elements of Organizational Environment
 - External Environment
 - PESTEL Analysis
 - Porter's 5-Forces Model for competition
 - Interpreting Industry Analyses
- Internal Environment
 - SWOT Analysis
 - From SWOT to TOWS
 - Grading system to communicate the level of rigor behind the facts and logic
- Development of an Integrated Marketing Strategy
 - Where to Play?
 - Market Definition
 - Market Map

- STP Process
- Buying Process
- Competitor assessment
- How To Win?
 - Customer Portrait
 - Benefit Ladder
 - Positioning Statement
- What To Do?
 - Integrated Marketing Communication Mix
 - Strategy Implementation Plan
 - Tracking Plan

Learning Objectives

This Training course enables executive and senior marketers to Analyze the changing dynamics of an organization's environment and identify both external and internal influences that are likely to become future drivers. Critically assess the contribution of the challenges to the value creation of your organization, apply strategic thinking, and match it with organizational resources to support and deliver on business goals in a customer-oriented organization.

Who Should Attend

- Marketing executives, or equivalent, who have had experience in the industry and are looking to advance their careers.
- Experienced senior marketers working at a strategic marketing or management level, looking to strengthen their leadership skills to turn business challenges and disruption into opportunities.

Course Duration: Three days from 9:00AM to 4:00PM

Registration Deadline: One week before the course date

Course Venue

Top Business premises: 17, Abdel Wahab Selim Elbeshry St. Sheraton Heliopolis, Cairo, Egypt.

For Registration

- Logon to www.topbusiness-hr.com/Course_Register to fill a registration form. Alternatively you can request a registration form by mail from: training@topbusiness-hr.com.
- Course fees include material (Soft Copy), light lunch, coffee break and certificate.
- Payment by cheque in Top Business's name, cash to our address or by bank transfer.
- Payment is due within 3 working days from course confirmation. Your registration is confirmed only after course payment
- Payment is nonrefundable, however participant can be substituted or can attend next confirmed round of the same course or another course.

For More Information

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