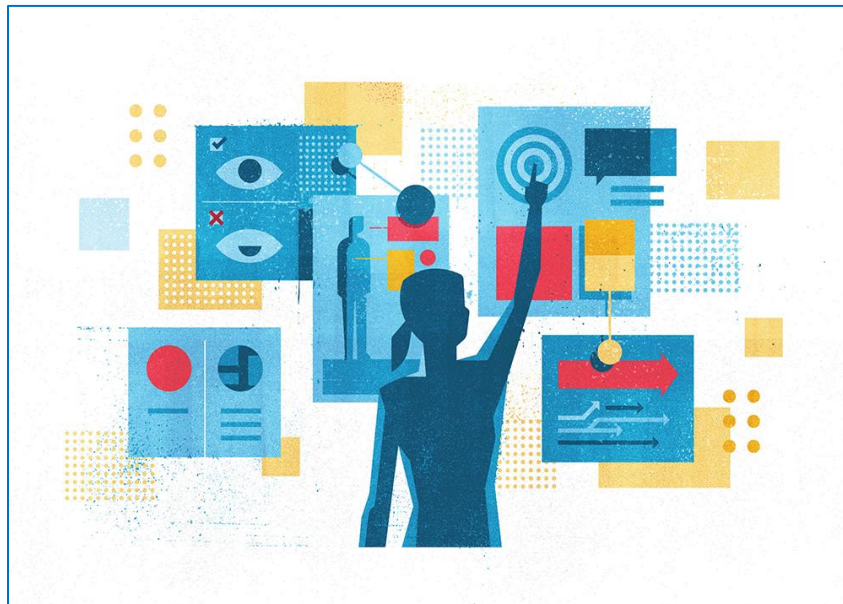




SM045: Marketing Imperatives

Training Description:

Today's market is highly competitive and requires a sophisticated understanding of the mechanics of sales, marketing, branding and plan implementation. Marketing managers have to understand the essential marketing drivers in order to make sound decisions.

This intensive training course is intended as an intensive primer on the essentials of marketing, including how to create a marketing plan and understanding the dynamics of product and market strategy, positioning and segmentation. In addition, delegates will get some insight on broad strategic directions such as the changing media landscape, relationship marketing and global marketing strategies.

Training Objectives:

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

- ✓ Understand the key drivers of a marketing strategy
- ✓ Acquire a good working knowledge of marketing, along with practical skills, techniques and tools to plan and implement campaigns
- ✓ Discover insights to identify, evaluate and solve problems
- ✓ Explore the importance of a marketing strategy and learn the key steps towards developing an effective marketing plan
- ✓ Understand the importance of branding and corporate identity
- ✓ Recognize the relationship between marketing and communication
- ✓ Uncover practical insight into the mechanics of advertising and the media mix
- ✓ Evaluate, understand, modify or create a marketing plan for your organization
- ✓ Best practices of a market driven business approach
- ✓ View customer relationships and diver how these relationships can be affective by the internal systems of your organization

Training Designed for:

This course is intended for Sales and marketing professionals who would like to gain an understanding of the essential marketing drivers as well as an insight into the critical components of branding, brand development, brand management and brand extension.

Training Requirement:

"Hand's on practical sessions, equipment and software will be applied during the course if required and as per the client's request."

Contents can be adapted to your specific wishes. It is therefore possible to focus on specific modules of the training course as per client's learning needs and objectives. Further, it should be forwarded to us a month prior to the course dates.

Training Program:

DAY ONE:

- ❖ Pre-Test
- ❖ An Introduction to Marketing
 - The Definition and Scope of Marketing

- The Key Dimensions of Marketing
- Marketing Mix Basics and the 4 P's
- Analysis Tool: Determining the Marketing Mix
- Analysis Tool: Product Strategy
- Analysis Tool: Market Strategy
- Analysis Tool: Market Positioning
- Using Target Marketing and Positioning to Gain a Competitive Edge
- Define and Identify a Market

DAY TWO:

❖ Developing an Effective Marketing Plan

- What is a Marketing Plan?
- The Importance of Having a Marketing Plan
- Current Situation
- Where the Business is Heading
- The Strategic Opportunities
- Why and What is Planned
- Strategies to Achieve the Plan
- Stages of Developing a Marketing Plan:
 - Confidentiality Statement and Memorandum of Risk
 - Executive Summary
 - Current Marketing Situation
 - Threats and Opportunities
 - Objectives and Issues
 - Marketing Strategies
 - Operational Plans
 - Budgets
 - Controls

❖ Branding

- What is a Brand?
- Importance of Branding
- The Corporate Identity Mix
- Brand Development:
 - Brand Extension
 - Multi-Brands
- Brand Management

DAY THREE:

❖ Marketing Communications

- The Marketing Communications Plan
- The Communication Mix
- Analysis Tool: Sostac
- Analysis Tool: The 3 Ms
- Analysis Tool: Dagmar and Aida

- Situation Analysis and the Marcom Plan
- Segmentation and Target Marketing
- The Importance of Integrated Strategies
- The Rules of Integrating Communications
- Planning Tool: Map Communication Planner
- The Format and Preparation of a Communication Plan
- The Tactical Execution of the Plan

DAY FOUR:

❖ Advertising Essential

- Advertising Agency Types and Structures
- Choosing an Agency: RFQ, Pitch, Selection Criteria and Remuneration Options
- Media Mix Essentials
- Analysis of Media Vehicles
- Buying Media
- The Changing Media Scene

DAY FIVE:

❖ Marketing: New Objectives, Dimensions and Thinking

- Research: Information is Power
- Customer-Driven Versus Product-Driven Marketing
- Essentials of Global Marketing Strategy
- Relationships and Brand Loyalty
- Strategic Tools to Keep Your Focus

❖ Overview

- Marketing Processes
- Defining the Competition
- Understanding Marketing Strategies
- The Marketing Mix
- The Relationship Between Sales and Marketing
- New Production Introduction
- Market Driven or Product Driven

❖ Course Conclusion

❖ Post-Test and Evaluation

Training Fees:

TBA as per the course location - This rate includes participant's manual, hand-outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Note: The 5% VAT (Value Added Tax), will be effective starting 01st of January 2018 as per the new regulation from the UAE Government. The VAT applies for all quotation both for local and abroad.

Training Certificate(s):

CMCT Internationally recognized certificate(s) will be issued to each participant who completed the course.

Training Methodology:

This interactive training course includes the following training methodologies as a percentage of the total tuition hours:

- 30% Lectures, Concepts, Role Play
- 70% Workshops & Work Presentations, Techniques, Based on Case Studies & Practical Exercises, Gamification, Software & General Discussions
- Pre and Post Test

Training Timings:

Daily Timings:

07:45 - 08:00	Morning Coffee / Tea
08:00 - 10:00	First Session
10:00 - 10:20	Recess (Coffee/Tea/Snacks)
10:20 - 12:20	Second Session
12:20 - 13:00	Recess (Prayer Break & Lunch)
13:00 - 14:00	Last Session

For training registrations or in-house enquiries, please contact:

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