

## **Certificate in Strategic Marketing**

Do you know strategic marketing skills improve organisation productivity?

Application strategic marketing with behavioural intelligence increase the visibility and reaching out of the marketing activities.

### **Introduction**

Do you hear the word “marketing” daily, but aren’t sure what marketing is or why your business needs it? Do you know that marketing is important to your company, product, or service, but aren’t sure where to start? Cover the concepts and tools you need to successfully develop a marketing strategy for a business, product or service. Begin by understanding consumers and the main market research techniques, then learn how to correctly segment, target and position your product to achieve success. Continue by analysing the four critical areas in marketing, the famous four Ps of Product, Price, Promotion and Place. Finally, get the backing your ideas deserve and communicate the actions through a Marketing Plan.

### **Program Objectives**

This program aims to:

- Provide an overview of market-driven strategy and business marketing strategies
- Enable participants to understand considers the market, segments, and customer value.
- Discuss designing market-driven strategies.
- Expose participants to the latest strategies in strategic marketing.

### **Learning Outcomes**

After completing this program, participants should be able to:

- Enhance understanding of strategic marketing
- Apply a strategic marketing plan
- Enhance your marketing strategies

### **Who should attend?**

First-line management, middle management, and anyone who needs to deal and manage with people in the organisation.

### **Methodology**

Case studies, forum discussion, role-play, presentations, gamification

**Program Outline**

Time	Day One
9.00am– 10.30am	<p><b>Purpose and Corporate Positioning of Marketing</b></p> <p>This is the initial module of strategic marketing. The participants would start to understand the concept of corporate positioning is an effort to influence consumer perception of a brand or product relative to the perception of competing brands or products. The participants would occupy a clear, unique, and advantageous position in the consumer's mind.</p>
10.30am-11.00am	<p><b>Morning Break</b></p>
11.00am-1.00pm	<p><b>Market Segmentation and Strategic Targeting</b></p> <p>In this module, participants would identify bases for segmentation and determine the important characteristics of each market segment. Then, in strategic targeting the participants would evaluate potential and commercial attractiveness of each segment. The participant would need to select one or more segments. Then, the participants would learn tips to develop details of product positioning for the retailing.</p>
1.00pm-2.00pm	<p><b>Lunch</b></p>
2.00pm-3.30pm	<p><b>Strategic Models as the Fundamental of Strategic Marketing</b></p> <p>The participants would analyse the 7P's of the Marketing mix model are Product, Price, Place, Promotion, People, Process and Physical evidence - these elements of the marketing mix form the core tactical components of a marketing plan.</p>
3.30pm-4.00pm	<p><b>Tea Break</b></p>
4.00pm-5.00pm	<p><b>Organisational Associations</b></p> <p>In this module, the participants would identify the association between the organisation and the strategic model to create brand awareness for the organisation.</p>
Time	Day Two
9.00am– 10.30am	<p><b>Brand Personality</b></p> <p>The participants would learn various elements in brand personality in this module. The participants would start to learn the ruggedness, sophistication, competence, excitement and sincerity in a branding exercise.</p>

<b>10.30am-11.00am</b>	<b>Morning Break</b>
<b>11.00am-1.00pm</b>	<p><b>Designing Market-Driven Strategies</b></p> <p>The participants would have the hand-on practical knowledge to apply market-driven strategies. The participants would create market targeting and strategic positioning, the relationship strategies and planning for new products in this module.</p>
<b>1.00pm-2.00pm</b>	<b>Lunch</b>
<b>2.00pm-3.30pm</b>	<p><b>New Product Development and Innovation</b></p> <p>To sustain success in the market, the organisation needs to continuously innovate in product development. In this module helps participants to learn the new product development process, new product type and an effective idea-to-launch new product process.</p>
<b>3.30pm-4.00pm</b>	<b>Tea Break</b>
<b>4.00pm-5.00pm</b>	<p><b>Promoting to the Consumer in the Technology Era</b></p> <p>With the industrial revolution, consumer choice, consumer attitudes changed. This module helps participants to apply technology in reaching out the products to the consumers. With the assistance with big data, data analytics, consumer insights definitely would help the marketers to make better decisions.</p>