

**“Marketing Strategic Decisions” Training program**  
**(English Material)**

**Course Length:** 30 Hours @ 10 days

**Course Brief Description & Objectives**

The objective of this course is to develop the trainees' strategic capacity for handling the various marketing strategic decisions. The course introduces the framework of the various strategic approaches in marketing particularly those associated with the 4Ps which constitutes the heart of marketing strategy. Additionally, trainees will be introduced to the strategies issues of segmentation, targeting and positioning. Case studies constitute the main approach of highlighting the application of the different strategies by different businesses to enrich trainees' experience.

**Pre-requisite**

Marketing Principles Course

**Course Titles and Schedule**

<b>Day #</b>	<b>Topics</b>	<b>Handout</b>
1	Marketing's Influence of strategic thinking.	PowerPoint
2	Opportunity analysis and Strategic Marketing Segmentation, Targeting and Positioning.	Case Study
3	Designing competitive strategies of Marketing leaders, followers and nichers.	Case Study
4	Financial aspects of Marketing Management	PowerPoint
5	Product and service strategy and brand Management.	PowerPoint
6	Developing an Integrated Marketing Communication Strategy.	Case Study
7	Marketing Channel Strategy and Management.	Case Study
8	Pricing Strategy and Management	Case study
9	Strategy execution and Measuring Its Performance	PowerPoint
10	Project Assessment and Grading	Trainees' Presentation

**Course Assessment**

- Attendance ,, 20 points
- Assignment ,, 80 points

**Textbook**

Roger A. Kerin and Robert A. Peterson , " Strategic Marketing Problems Cases and Comments " , Pearson Prentice Hall, 2004.

**References**

Trainees are recommended to refer to the strategic topics contained in:

Philip Kotler," Marketing Management, 11th edition, Prentice Hall , 2004