

“Marketing Balanced Scorecard” Training program (English Material)

Course Length: 10 Hours @ 3 days

Course Brief Description

To help marketing practitioners to manage the operational side of their marketing plans. Because a marketing plan lacks a built-in instrumental scheme to bridge the gap between strategy formulation and its execution, this training course applies the balanced scorecard concept (BSC) to the strategic marketing planning process to manipulate the marketing strategy execution, to measure its performance, and to propagate marketing financial accountability.

Objectives

At the end of the training program, the participant will know:

- How to execute your marketing strategy using the contextual framework of the balanced scorecard (BSC).
- How to set up the marketing balanced scorecard dimensions along the key success factors associated.
- How to link marketing strategic goals to long term targets, to set up the marketing budget, and to undertake periodic performance auditing.
- How to undertake a financial projection of your different marketing actions.

Target Group

Marketing Managers, Brand Managers, Marketing Controllers, etc.

Course Outlines

- Traditional approaches of marketing strategy execution.
- Traditional measurements of marketing productivity and performance.
- The considerations for developing the Marketing Balanced Scorecard.
- A practical verbal template for manipulating the marketing balanced scorecard perspectives (domains).
- Data capturing and modeling for generating the marketing metrics: the X-bar chart approach.
- Overview of the marketing measurements and metrics across different marketing functional areas.