

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

Course Length: 21 Hours @ 5 days

Target Group(s): Marketing managers/ brand managers/ market researcher

Course Objectives

At the end of this course you will be able to:

- 1- Define the different perspective of strategic marketing planning.
- 2- Develop the strategic thinking marketing as a manager

Also, the course will enhance marketing managers’ perception to the strategic marketing problems through the analysis of cases.

Training’s approaches:

- Presentation (Power Point slides)
- Introducing practical marketing situation through presenting a number of case studies. The case studies provide a real in –depth training.

Training method

The trainer will use the facilitation style “two ways communications“, between the participants & the facilitator, using the technique of what ? – Now what ? – So what ?

Outcomes Sought

- Improving decision making skills in marketing management.
- Supporting the strategic planning process of a business
- Developing managerial competency.
- Enhancing the competitiveness of a business through marketing strategic planning.
- Promoting the roles of strategic marketers in organizational development / reengineering or inventing the organization.

Training Course Outline

- Strategic Marketing management: an overview (1 hr).
- Formulating product – market Strategies (1 hrs).
- Market research and its roles in strategic marketing planning (1hrs).
- Bases of market segmentation: requirement of effectiveness/ estimating potential sales of a mini market; Case study (3hrs).
- Product and service Strategy and Brand management; Case study (3hrs) .
- Integrated Marketing Communication strategy and management; Case study (3hr).
- Marketing Channel Strategy and Management; Case study(3 hrs)
- Pricing Strategy and Management; Case study (3 hr).
- Marketing Strategy Reformulation and the Control Process; Case studies (3 hrs).