

# STRATEGIC MARKETING MANAGEMENT



International School  
*Of* Management

— UNLOCKING KNOWLEDGE —

# INTRODUCTION



Markets in general and products or services in particular have very tricky ways of evolving. Therefore, if there is any part of management that requires the most strategic planning and moves, it should be marketing. This is typically important for demystifying the forces that create the markets and their complex interplays.

Organizations where each individual considers himself a marketer achieve the greatest success. These companies understand that enhancing the total customer experience by listening to what really excites customers and then responding with products and services which make customers successful, often builds trust and confidence from the market. Every individual in the company is then committed to this customer success.

This course explores vital elements such as segmentation and positioning, designing a marketing plan and making it work by understanding product/service development, pricing strategies, how to communicate the value to the market and selecting the best routes to market. Every opportunity will be given to ensure that students are able to apply key concepts to their business situations whether from a business-to-business environment or business-to-consumer. Engaging and informative, this 2 day course provides a thorough grounding in the theory and practice of marketing today.

Strategic Marketing Management addresses the needs of two distinct groups of business executives. Marketing managers will examine a structured approach to market analysis and strategy development and will learn how to improve their planning and implementation skills. Likewise, General Managers will explore how marketing efforts can contribute to an enterprise success and will learn how to audit the performance of their marketing functions.

# LEARNING OUTCOMES



Students should become adept in the following marketing areas amongst others;

1. Listening to and understanding customers as major source of market information.
2. Responding to the information to generate excellent responses to customers' demands
3. Appreciating every manager's role in marketing regardless of function
4. Contributing actively to making customers satisfied and the company successful
5. Implementing and evaluating marketing actions and objectives
6. Predicting change and responding to threats
7. Developing a comprehensive marketing strategy

## RELEVANCE

Students' titles may include, but are not limited to:

- Brand manager
- Business intelligence manager
- Director business development
- Director of operations
- Financial analyst
- General manager
- Senior marketing manager
- Marketing director
- Marketing manager
- Vice president of marketing

# COURSE OUTLINE

1. What is marketing all about?
2. How marketing fits into the rest of the organization
3. The external marketing environment: analytical tools and techniques,
4. Marketing strategy, Segmentation, Positioning and targeting
5. Establishing the marketing mix beyond the 4 'Ps'
6. Marketing as a Value Creation Process
  - A framework for analyzing market opportunities and risks, and understanding customer needs using state-of-the-art techniques
  - The role of value creation in acquiring and retaining customers
7. Analyzing Buyer Behaviour
  - Understanding the buying decision process
  - Determining the needs and wants of existing and prospective customers
  - Research techniques for understanding customers and prospects
8. Selecting the Target Market and Positioning the Product
  - The advantages of market segmentation
  - Product positioning as the foundation for developing the marketing mix
  - Standardization versus customization: the world of one-to-one marketing
9. Developing the Integrated Marketing Program to Generate Maximum Customer Value
  - Designing products and services that deliver meaningful customer value
  - The "augmented" product as an antidote to commoditization
  - Marketing communications planning: budget and the media mix
  - Going to market: designing and managing the distribution channel
  - Positioning the Internet as an effective online sales tool
10. Capturing Created Value for the Firm
  - Pricing: shifting from cost- to value-based pricing
  - Characteristics of profitable pricing practices
11. Marketing Management
  - Creating the marketing plan
  - Anticipating and adapting to change
  - Ethical and legal issues
12. Marketing communications, Managing the promotional campaign
13. Price, product and distribution channel
14. Implementation, monitoring and controls
15. Impact of Generations (X,Y,Z) on Marketing
16. Cultural implications of Marketing

# REGISTRATION & ENQUIRIES

**Duration :** 2 days

**Tuition :**

In-Person: N180,000

Live Online: N150,000

LMS (Asynchronous): N100,000 (2 Weeks)

**FOR FURTHER ENQUIRIES, PLEASE CONTACT:**

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