

MARKETING CONCEPTS AND PRACTICES

Why this program?

In some ways business is very simple: Your firm will attract investors, customers, and profit if you create superior customer value. Peter Drucker offered simple but insightful advice when he wrote “Business has only two functions—marketing and innovation.” Of course, it's never that easy and you know too well that to grow your business profitably you need a rock-solid marketing team. You just can't win without it.

MARKETING CONCEPTS AND PRACTICES is the foundation course for all marketers. You will use a marketing planning framework to systematically analyze customers, competitors, the business environment, and opportunities for your firm to create unique value. Even seasoned marketers will be challenged and gain new insights into the core areas of marketing: the four Ps, segmentation, targeting, value propositions, positioning, and strategic pricing. You will work in teams to analyze a case specific to your company so as to be relevant to your specific business. To apply and illustrate the skills developed during the course, in the final exercise you and your team will present and defend the marketing plan you developed during the course. The process and feedback from colleagues in class is invaluable to your personal growth.

PROGRAM OBJECTIVES

This highly interactive program offers an important opportunity for you, other marketers, and related business professionals to step back, re-charge, and gain new insights into the marketing challenges you face each day. And, more importantly, how best to manage them.

In this dynamic course you will build a solid understanding of:

- Why a strong market culture is the foundation of virtually all superior performing businesses.
- How customer behavior and retention drive marketing decisions and company profitability.
- The process of market segmentation, targeting, and positioning.
- Value proposition development and articulation.
- Marketing strategy and its importance to decision making.
- The central role of the marketing mix plan and how to optimize it.
- The elements of a credible and actionable marketing plan.

How have past participants responded?

- *“A call to action to embrace customer needs and wants in all parts of our business.”*
- *“Entertaining, interesting, and very useful.”*
- *“Informative, challenging, fun, and a great learning experience.”*
- *“Very valuable to my daily activities.”*
- *“Magnificent!”*
- *“Essential concepts of marketing required for all employees!”*



What will you learn?

In this two-day **MARKETING CONCEPTS AND PRACTICES** program you will address numerous issues of importance to all marketers, including:

MARKET CULTURE: THE FOUNDATION OF SUPERIOR BUSINESS PERFORMANCE

- Examining this important strategic concept and its short-run and long-run link to superior business performance.
- Developing strategies to use market culture to grow your sales and profits.

MARKET ANALYSIS

- Estimating market size and ideating strategies and tactics to capture untapped market potential.
- Building a process for segmenting and targeting with success.
- Identifying the points of greatest leverage in the market share development tree.
- Competitor analysis and foundations of competitive advantage.

STRATEGIC MARKETING

- Developing marketing objectives and marketing strategies.
- Planning for changes in relation to the product life cycle.
- Developing a powerful value proposition.

MARKETING MIX STRATEGIES

- Understanding the key elements of the marketing mix.
- Product positioning and brand strategies.
- Value-based pricing.
- Identifying optimal channel opportunities.
- Marketing communications strategies.

MARKET PLANNING

- Creating a marketing plan.
- Executing with success.

“MarketCulture Strategies designed courses specifically for Telstra and delivered training events in Sydney, Melbourne and Brisbane using renowned instructors from both Australia and the United States. Telstra employees rated the instructors very highly and >95% indicated in written evaluations that they would recommend the courses to their colleagues.”

Bill Stewart
Group Managing Director
Strategic Marketing
Telstra Corporation
Melbourne, Australia

Who Should Attend?

MARKETING CONCEPTS AND PRACTICES is for business professionals with at least a basic marketing understanding and for other business professionals wishing to develop a greater knowledge of this critical business function. Both individual contributors and those with direct reports will benefit.

Participant titles may include, but are not limited to:

- Product Manager
- Marketing Manager
- Pricing Manager
- Marketing Specialist
- Channel Manager
- Sales Manager
- Communications Manager
- Communications Specialists
- Market Research



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