

Course Name: Creative business marketing plan

Reference Code: Sal 101

About the course:

This training course shows how to construct a marketing plan and how to co-ordinate marketing with sales so that they are aligned with the plan. It also gives an opportunity for further post-course support to construct plan.

This training course will feature:

- What you should analyse before planning
- Defining the strategy
- Structuring the plan
- Targeting the right value propositions accurately
- Building the right marketing mix
- Implementing and controlling the plan

Course Objective:

By the end of this training course you should be able to:

- Construct a written marketing plan
- Justify and win, support for your plan
- Explain and defend your marketing strategy
- Co-ordinate and integrate the marketing mix
- Direct colleagues to implement your plan

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Who Should attend?.

This training course is suitable for a range of professionals and will greatly benefit:

- Senior managers who want to make their company market-focused
- Managers who have to construct and deliver a marketing plan
- Marketing executives who have to implement the plan
- Executives from other departments who have to adopt and support the plan

Course Methodology:

This training course is designed to be a hands-on, stimulating experience. The training course is highly interactive with many discussion and practice sessions.

☑ Relevant computer simulations and videos .

☑ Copies of all presentation material.

☑ Variety of Learning Methods.

☑ Pre-test and final test.

☑ Case Study

☑ Training Groups.

☑ Presentation.

☑ Lectures

Course Outline:

Day One: Understanding the Structure and the Approach

- How to write a structured marketing plan
- How to develop the plan
- How to align your plan with the corporate strategy
- Defining the brand principles
- Positioning the brand

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Day Two: Understanding the Market and the Customers

- Building relationships with stakeholders
- Scoping the market
- Acquiring market knowledge and insight
- Understanding the market drivers
- Understanding customers, decision-makers and decision-process
- Identifying customers' challenges, to discover what they value

Day Three: Understanding the Competitors, Defining the Strategy and Targets

- Understanding competitors
- Assessing your organisation's capabilities and limitations
- Measuring market attractiveness and defining strategic options
- Setting marketing objectives
- Creating and describing the marketing strategy
- Integrating marketing strategy and sales strategy
- Defining target groups, assigning priorities and tasks

Day Four: Constructing the Mix, to Deliver Superior Value Propositions

- How to create differential advantage
- Defining the propositions
- Winning on value not on price
- Creating the right marketing communications mix
- Constructing the right messages and tools
- Aligning the sales activities with marketing

Day Five: Supporting Intermediaries, Implementing and Controlling the Plan

- Supporting intermediaries
- Defining the schedule and responsibilities
- Defining resources and constructing a budget

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- Controlling and verifying the plan
- Contingency planning
- How to write the plan

Time: 08:00 AM -03:00 PM **Numbers of hours:** 35 Hours

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