

# WINNING FUNDAMENTALS IN STRATEGIC MARKETING MANAGEMENT

Introduction In today's changing landscape in business, marketers need to juggle responsibilities of meeting business targets with limited financial and human resources with achieving distinctive advantage against competitors. As strategic marketing evolves with this changing landscape, the core winning fundamentals of marketing are delivered successfully even in today's digital realities to build brands, increase market share and achieve business targets.

This program will emphasize the core winning fundamentals of strategic marketing management that ensure effective business generation plans for companies' products and services. Fundamental marketing concepts that will be presented are insightful business environmental analysis, smart competitive analysis, deep understanding of customer needs, customer segmentation, targeting and positioning, well differentiated marketing strategy development and disciplined execution of integrated marketing communications deployment into the marketplace.

High participant engagement will be realised with energised facilitated case studies of best practice companies both foreign and local. Individual and group exercises will stimulate learning and maximize the understanding and skills development of this program. At the end of the program, participants will learn and be competent in the winning fundamentals of strategic marketing management that will enable achievement of companies' business targets, foster loyal customer relationships and develop sustainable competitive advantage.

## Program Outcome

1. Participants will learn and demonstrate winning fundamental concepts of strategic marketing management.
2. Participants will build competencies in competitor and customer analysis, develop winning marketing strategies.
3. Successfully develop and deploy responsive integrated marketing mix and marketing communications programs.

## Who to attend:

Brand Executives/Managers, Product Executives/Managers, Marketing Executives/Managers, Business Development Managers, Sales and Marketing Managers, Business Unit Managers, SME CEOs.

## Program Outline

### Day 1

**A: Marketing in the 21st century**  
**B: Customer loyalty- the 'Be all and end all'**

### Day 2

**C: Performing effective strategic marketing analysis**  
**D: The customer and competitor situational analysis**

### Day 3

**E: Development of winning competitive strategies**  
**F; Gaining the desired business results from the marketplace**

**Facilitator**  
**Jeremy Earl Abrahams**

Duration : 3 days