

Strategic Marketing Analysis Course Description

Many first-time or existing business owners think that by simply placing an ad in a local newspaper or a commercial on a radio or a television station, customers will automatically flock to purchase their product or service. This is true to a certain extent. Some people are likely to learn about your invention and try it, just out of curiosity. But hundreds, even thousands, of other potential customers may never learn of your business. Just think of the money you'll lose, simply because you didn't develop an adequate marketing program!

Marketing is an essential part of business operations. And, it oftentimes determines how successful your business will be. What you as a potential business owner must do is maintain a thorough understanding of the marketing program, and use it to extract advantages from the marketplace. Go over the strategies and techniques until you understand how to apply them to get the results you desire. Remember, your aim is not only to attract and keep a steady group of loyal customers, but also to expand your customer base by identifying and attracting, new customers and to reduce risks by anticipating market shifts that can affect your bottom line.

Who Should attend?

- Director/General Manager
- Head of department
- Key account manager/executive
- Sales manager/executive
- Marketing manager/executive
- Business development manager/executive
- Business analyst
- Administrative manager/executive
- Human resource & training manager/executive
- Industrial technical personnel
- Industrial sales personnel
- Fresh working personnel
- Entrepreneur
- Those wish to increase their knowledge, understanding and skills to upgrade their strategic marketing planning.

Why you should attend?

- Understanding the fundamentals of marketing, including marketing concepts, marketing system, marketing research, consumer behaviour, competitors, customer requirement, selling, etc.
- Understanding the inter-relationship of the marketing mix.
- Recognize the special characteristics of consumer, industrial, governmental, international marketing, e-marketing, etc.
- Appreciate how ICT can enhance marketing
- Appreciate how successful firms manipulate their marketing strategies

Key Benefits of Attending

- Apply the marketing concepts to develop strategic marketing plans for a particular kind of business operations.
- Understanding various marketing framework and approaches to formulate your own marketing plan
- Understanding how to fully utilize the existing ICT networking platform in marketing plan
- How to confront globalization