



### **Lesson 1: Strategic Marketing Practices**

- Assessing external markets, segments and competitive space
- Assessing and designing internal marketing strategies
- Strategic marketing planning process
- Customer relationship management and customer satisfaction
- Segmentation, targeting, positioning and competitive strategies
- SWOT analysis
- Portfolio analysis and BCG matrix

### **Lesson 2: The Marketing Plan**

- Product strategies: innovation, new product development, brand management
- Pricing strategies: value chain and pricing strategies
- Promotion strategies: advertising, sales promotion, internet
- Place strategies

### **Lesson 3: Implementing, Monitoring and Controlling Marketing Strategy Programs**

- Budgeting and financial analysis for marketing planning and control

### **Lesson 4: Analysis and Solutions to Marketing Problems**

- Advanced teamwork and interpersonal skills
- Marketing strategy simulation game

Need Assistance? Ask a question or contact our team

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