



**SCANDINAVIAN ACADEMY**  
For Training and Development

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## Course: Professional Marketing

Code	City	hotel	Start	End	price	Hours
315	Paris (France)	Hotel Meeting Room	2024-07-15	2024-07-19	5450 €	25

### Program Objectives

**By the end of the program, participants will be able to:**

- Understand the marketing framework of a business organization.
- Focus on best practices, tools and models to implement an effective marketing and sales management system.
- Emphasize planning and executing advanced marketing strategies.
- Develop strategies, initiatives and programs to build and sustain a competitive market advantage.

**This Program is designed for**

Marketing staff and executives wishing to know more about the vital role that marketing plays in organizations and to identify and solve many business problems by using a marketing perspective. The program is also designed for anyone who wants to keep current on marketing strategies. This program is worth 25 NASBA CPEs.

### Program Outline



## **Marketing Concepts**

- Evolution of the Marketing Concept
- Relationship between Marketing and Selling
- Scope of Marketing Management - Analyzing Opportunities, Selecting Target Segments, Developing Market Mix, Managing the Marketing Effort

## **Marketing Strategy and Planning**

- Types of Marketing Strategies
- The Marketing Audit
- Competitive Analysis(PESTLE, PORTER, SWOT, TOWS)
- Marketing Plans and Planning

## **Advertising and Distribution**

- Understanding the Communication Process
- Major Advertising Decisions, AIDA and the Buyer-Readiness Stages, Types of Media Research and Selection, Copy Illustration and Message Design
- The Sales Promotion Mix; Push versus Pull Strategies
- Physical Distribution and Channels of Distribution; Emerging Trends of Direct Marketing

## **Managing Product Life Cycles**

- Introducing the Product Life Cycle Concept (PLC)
- Product and Promotion Mix Strategies Across the Stages of the PLC
- Analysis of a Relative Market Share Matrix

## **Market Segmentation**

- Basis of Market Segmentation
- Positioning and Targeting for Results
- Tips for Successful Segmentation

## **Marketing Research**

- Marketing Research Defined
- The Marketing Research Process
- Types and Sources of Data
- Designing, Analyzing, Interpreting, and Reporting the Research Findings



**The Scandinavian Academy for Training and Development employs modern methods in training and skills development, enhancing the efficiency of human resource development. We follow these practices:**

- **Theoretical Lectures:**

- We deliver knowledge through advanced presentations such as PowerPoint and visual materials, including videos and short films.

- **Scientific Assessment:**

- We evaluate trainees skills before and after the course to ensure their progress.

- **Brainstorming and Interaction:**

- We encourage active participation through brainstorming sessions and applying concepts through role play.

- **Practical Cases:**

- We provide practical cases that align with the scientific content and the participants specific needs.

- **Examinations:**

- Tests are conducted at the end of the program to assess knowledge retention.

- **Educational Materials:**

- We provide both printed and digital scientific and practical materials to participants.

- **Attendance and Final Result Reports:**

- We prepare detailed attendance reports for participants and offer a comprehensive program evaluation.

- **Professionals and Experts:**

- The programs scientific content is prepared by the best professors and trainers in various fields.

- **Professional Completion Certificate:**

- Participants receive a professional completion certificate issued by the Scandinavian Academy for Training and Development in the Kingdom of Sweden, with the option for international authentication.

- **Program Timings:**

- Training programs are held from 10:00 AM to 2:00 PM and include buffet sessions for light meals during lectures.