



**Customer Service
Sales & Marketing**



SCANDINAVIAN ACADEMY
Training and Development

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Course: The Strategic Marketing Plan

Code	City	hotel	Start	End	price	Hours
310	Zurich (Switzerland)	Hotel Meeting Room	2024-05-20	2024-05-24	5450 €	25

Introduction

Who should attend:

Marketing professionals who need to prepare a marketing plan for the first time or who are reviewing the effectiveness of current plans.

The program is also important for senior managers involved in evaluating marketing plans submitted to them by specialists.

Objectives

- Apply a logical step-by-step process to produce a sound marketing plan.
- Devise a marketing plan that builds on marketing audit findings.
- Use marketing audit findings to identify effective strategies and tactics.
- Develop the components of the strategic marketing plan.
- Identify and implement the different marketing warfare strategies (offensive, defensive and flanking).

Content

The Marketing Concept

- Scope and Functions
- A New Approach to Marketing
- Competitive Pressures Changing the World
- The Smart Bomb Strategic Approach

The Marketing Planning Process

- The Benefits of Planning
- The Marketing Plan Format
- The Marketing Planning Process
- Setting S.M.A.R.T Objectives and Goals
- Linking the Marketing Strategy to the Vision, Mission and Objectives of the Company



The Business Situation Analysis

- Understanding the Framework for Competitive Analysis
- Competitive and Customer Analysis
- Environmental Analysis
- SWOT and TOWS Analysis
- Portfolio Analysis and Design (The Boston Consulting Group Matrix)

Planning Segmentation, Targeting and Positioning

- Basis for Segmentation
- Benefits of Segmentation
- The Market Segmentation Process
- Effective Positioning
- Creating a Powerful Value Proposition

Strategy Development

- Considering Different Strategic Alternatives (TOWS Analysis)
- Analyzing Different Marketing Strategies
- The Growth Strategy Matrix
- Factors Shaping the Choice of Strategy
- Blue Ocean versus Red Ocean Strategies

Tactical Planning Applications

- Setting the Scene: The Marketing Mix
- The Components of the Marketing Mix
- Using The Marketing Mix Model

Putting It All Together

- Writing Your Own Marketing Plan



The Scandinavian Academy 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.