



**Customer Service  
Sales & Marketing**



**SCANDINAVIAN ACADEMY**  
Training and Development

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# Course: Professional Marketing

| Code | City                    | hotel              | Start      | End        | price  | Hours |
|------|-------------------------|--------------------|------------|------------|--------|-------|
| 315  | Geneva<br>(Switzerland) | Hotel Meeting Room | 2024-08-26 | 2024-08-30 | 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 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.