

Strategic Marketing for Non-Marketing Professionals

Dubai (UAE) - VOCO Dubai

22 - 26 September 2024

UK Training

PARTNER



Strategic Marketing for Non-Marketing Professionals

code: CC28 From: 22 - 26 September 2024 Venue: Dubai (UAE) - VOCO Dubai Fees: 3900 Pound

Introduction

All managers need to know about the various aspects of marketing and how they impact business life. They will need to know how market segmentation is done. They will need to be familiar with the product diffusion curve. They will need to understand Porter's five competitive forces model. They will need to be totally familiar with the marketing mix and how pricing strategies are used to enhance the profitability of the business. They will need to be conversant with the AIDA, DAGMAR, and Growth Share Models. They will need to understand product market strategies and how the product life cycle operates.

Important note: all Bookboon courses are, simply, straight to the point. It means that they far away from any theory & padding. The material is written by practitioners rather than researchers or scientists.

Course Objectives of MARKETING FOR THE NON-MARKETING MANAGER

- Introduction to the marketing for nonmarketing manager
- Understanding the marketing models and techniques
- The marketing segmentation and the basis of the family life cycle
- Practical for the segmentation success
- Porter's five competitive forces
- Marketing models AIDA and DAGMAR

MARKETING FOR THE NON-MARKETING MANAGER Course Outlines

Day 1

- Marketing models & techniques
- Marketing segmentation
- Segmenting on the basis of the family life cycle
- Using the product diffusion curve for segmentation

Day 2

- Positioning
- Specific types of positioning
- Why segmentation is sometimes not successful
- Practical guidance for segmentation success

Day 3

A graphic of a chessboard with several chess pieces. A large gold king piece is prominent in the foreground, with other pieces like a silver pawn and a gold pawn visible. The text 'UK Training PARTNER' is overlaid on the board.

UK Training
PARTNER

- Porter's five competitive forces
- Marketing mix
- Pricing
- Price strategies
- Communication and sales promotion
- Packaging

Day 4

- Stages in designing communications strategies
- Advertising
- AIDA model
- DAGMAR Model
- Branding
- Growth share matrix

Day 5

- Benefits versus features
- Product market strategies
- The product life cycle
- Criticisms of the product life cycle
- Test marketing

Blackbird Training Cities

Europe & USA



Zurich (Switzerland)



Stockholm (Sweden)



Lyon (France)



Copenhagen (Denmark)



Bordeaux (France)



Annecy (France)



Oslo (Norway)



Edinburgh (UK)



Glasgow (Scotland)



Malaga (Spain)



London (UK)



Istanbul (Turkey)



Amsterdam (Netherlands)
(Switzerland)



Düsseldorf (Germany)



Paris (France)



Barcelona (Spain)



Munich (Germany)



Geneva



Prague (Czech)



Vienna (Austria)



Rome (Italy)



Brussels (Belgium)



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Manchester (UK)



Milan (Italy)

USA & CANADA



Los Angeles (USA)



Florida (USA)



Online



Boston (USA)



Washington (USA)



Miami(USA)



New York (USA)



Toronto (Canada)

UK Training
PARTNER

Blackbird Training Cities

Asia



Baku (Azerbaijan)



Maldives (Maldives)



Manila (Philippines)



Bali (Indonesia)



Bangkok (Tailand)



Beijing (China)



Jakarta (Indonesia)
(Malaysia)



Moscow (Russia)



Singapore (Singapore)



Sydney (Australia)



Tokyo (Japan)



Kuala Lumpur

Afrika



Kigali (Rwanda)



Cape Town (South Africa)



Accra (Ghana)



Lagos (Nigeria)



Marrakesh (Marocco)



Nairobi (Kenya)



Dubai (UAE)



Cairo (Egypt)



Sharm El-Sheikh (Egypt)



Casablanca (Morocco)



Tunis (Tunisia)

UK Traininig
PARTNER

Blackbird Training Clients

 <p>MANNAI CORPORATION MANNAI Trading Company WLL, Qatar</p>	 <p>GAC UNE FILIALE D'EGA Alumina Corporation Guinea</p>	 <p>Booking.com Booking.com Netherlands</p>	 <p>OXFAM Oxfam GB International Organization, Yemen</p>	 <p>Capital Markets Authority Kuwait</p>
 <p>WS Waltersmith Petroman Oil Limited Nigeria</p>	 <p>QNB Qatar National Bank (QNB), Qatar</p>	 <p>Qatar Foundation Qatar</p>	 <p>AFRICAN UNION ADVISORY BOARD ON CORRUPTION Tanzania</p>	 <p>KFAS Kuwait Foundation for the Advancement of Sciences KFAS Kuwait</p>
 <p>Reserve Bank of Malawi Malawi</p>	 <p>Central Bank of Nigeria Nigeria</p>	 <p>Ministry of Interior Kingdom of Saudi Arabia Ministry of Interior, KSA</p>	 <p>Mabruk Oil Company Libya</p>	 <p>Saudi Electricity Company KSA</p>
 <p>BPKH Badan Pengelola Keuangan Haji BADAN PENGELOLA KEUANGAN Haji, Indonesia</p>	 <p>NATO Italy</p>	 <p>ENI ENI CORPORATE UNIVERSITY, Italy</p>	 <p>GULF BANK Gulf Bank Kuwait</p>	 <p>General Organization for Social Insurance KSA</p>
 <p>Defence Space Administration Nigeria</p>	 <p>National Industries Group (Holding) Kuwait</p>	 <p>Hamad Medical Corporation Qatar</p>	 <p>USAID Pakistan</p>	 <p>STC STC Solutions, KSA</p>
 <p>North Oil Company North Oil company,</p>	 <p>EKO EKO Electricity</p>	 <p>OMAN BROADBAND Oman Broadband</p>	 <p>UNITED NATIONS UN.</p>	 <p>Authority for Electricity Regulation, Oman Authority for</p>

UK Training
PARTNER

Blackbird Training Categories

Management & Admin

Professional Skills
Finance, Accounting, Budgeting
Media & Public Relations
Project Management
Human Resources
Audit & Quality Assurance
Marketing, Sales, Customer Service
Secretary & Admin
Supply Chain & Logistics
Management & Leadership
Agile and Refinement

Technical Courses

Hospital Management
Public Sector
Special Workshops
Oil & Gas Engineering
Telecom Engineering
IT & IT Engineering
Health & Safety
Law and Contract Management
Customs & Safety
Aviation
C-Suite Training



International House 185 Tower Bridge
Road London SE1 2UF United Kingdom



+44 7401 1773 35
+44 7480 775526



training@blackbird-training.com



www.blackbird-training.com

UK Training

PARTNER

