

## Strategic Marketing for Non-Marketing Professionals

*Vienna (Austria)*

*31 March - 4 April 2025*

UK Training

# PARTNER



## Strategic Marketing for Non-Marketing Professionals

Code: CC28 From: 31 March - 4 April 2025 City: Vienna (Austria) Fees: 4400 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 king, a pawn, and a knight) on it, set against a background of concentric circles. The text 'UK Training PARTNER' is overlaid on the right side of the board.

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- 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

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