

Strategic Marketing for Non-Marketing Professionals

Amsterdam (Netherlands)

2 - 6 December 2024

UK Training

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Strategic Marketing for Non-Marketing Professionals

Code: CC28 From: 2 - 6 December 2024 City: Amsterdam (Netherlands) Fees: 4200 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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