Strategic Marketing For Non-Marketing Professionals
Interactive Workshops

Cape Town (South Africa)

9 - 20 March 2026

UK Traininig
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Strategic Marketing For Non-Marketing Professionals Interactive Workshops

Code: CC28 From: 9 - 20 March 2026 City: Cape Town (South Africa) Fees: 5600 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.

This course aims to equip managers with practical knowledge of essential marketing concepts and techniques that directly impact business outcomes. Unlike traditional courses laden with theoretical complexities, our approach is straightforward, aligning with the practical needs of managers.

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
- Familiarization with Marketing Fundamentals
- Comprehensive Knowledge
- Application in Segmentation
- Communication Competence

MARKETING FOR THE NON-MARKETING MANAGER Course Outlines

Day 1

- Marketing Models and Techniques
- Marketing segmentation
- Segmenting on the basis of the family life cycle
- Using the product diffusion curve for segmentation

Day 2

- Positioning

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

Day 3

- 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

Day 6

Consumer Behavior

- Understanding consumer decision-making
- Factors influencing consumer behavior
- Consumer decision-making process

Day 7

Digital Marketing

- Introduction to digital marketing
- Digital channels and platforms
- Social media marketing Search engine optimization SEO

Day 8

Market Research

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- Importance of market research
- Types of market research
- Data collection methods
- Analyzing and interpreting market research data

Day 9

Global Marketing

- Expanding into international markets
- Cultural considerations in global marketing
- Global marketing strategies
- Challenges of global marketing

Day 10

Ethics in Marketing

- Ethical considerations in marketing
- Social responsibility in marketing
- Building trust and credibility
- Ethical dilemmas in marketing

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

+44 7401 1773 35
+44 7480 775526

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