

# informatech

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# The Strategic Marketing Communications

An **informatech** Training Course  
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( 5 Days Training Course )



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# Course content

## Why Attend

A marketing plan clarifies the key marketing elements of a business and maps out directions, objectives, and activities for the business and its employees. This course tackles several aspects of a company's marketing and promotion plan such as the marketing mix (the 4Ps), the evaluation of marketing opportunities, researching, analyzing and identifying target markets and developing a strategic position for the company in order to implement the strategy. The course covers everything from preparation and implementation of the marketing plan to measuring and evaluating the results of the organizational marketing efforts.

## Course Methodology

The course employs a variety of case studies and exercises aimed at enhancing the right set of skills needed to develop and monitor the implementation of a strategic marketing plan. Group presentations and short debriefs related to different strategic marketing planning topics will also be integral parts of the course.

## Course Objectives

By the end of the course, participants will be able to:

- Apply a logical step-by-step process to produce a sound marketing plan
- Devise a marketing plan that builds on marketing audit findings
- Use marketing audit findings to identify effective strategies and tactics
- Develop the components of the strategic marketing plan
- Identify and implement the different marketing warfare strategies (offensive, defensive and flanking)

## Target Audience

General managers, marketing managers, product and sales managers will find excellent value in attending. Market researchers, planning managers, and other practicing managers associated with the development of marketing plans, will also significantly benefit from the course.

## Target Competencies

- Micro and macro analysis
- Setting marketing mix
- Devising SMART goals
- Blue ocean strategies
- Managing business portfolio
- Producing a Boston Consulting Group matrix
- Structuring a marketing plan



# Course content

## The marketing concept

### Scope and functions

Competitive pressures changing the world  
The smart bomb strategic approach  
Definition of strategic planning  
Organizing the general planning framework

## The marketing planning process

### The benefits of planning

Reasons to write a marketing plan  
The marketing plan format  
The marketing planning process  
Setting SMART objectives and goals  
Linking the marketing strategy to the vision, mission and objectives of the company

## The business situation analysis

### The components of a company's environment

The framework for competitive analysis  
Components of internal analysis  
Components of external analysis  
Competitive and customer analysis  
Environmental analysis  
SWOT analysis  
The five forces diagram  
Portfolio analysis and design (the Boston Consulting Group matrix)  
Workshop: marketing analysis

## Planning segmentation, targeting and Positioning

### Basis for segmentation

Benefits of segmentation  
The market segmentation process  
Criteria for B to B segmentation  
Effective positioning  
Steps in market segmentation, targeting, and positioning  
Creating a powerful value proposition  
Workshop: crafting a value proposition and positioning

## Strategy development

### Considering different strategic alternatives (COWS analysis)

Analyzing different marketing strategies  
The growth strategy matrix  
Factors shaping the choice of strategy  
Blue ocean versus red ocean strategies  
Workshop: formulating strategies and contingencies

## Tactical planning applications

Setting the scene: the marketing mix  
The components of the marketing mix  
Using the marketing mix model  
Workshop: setting the marketing mix

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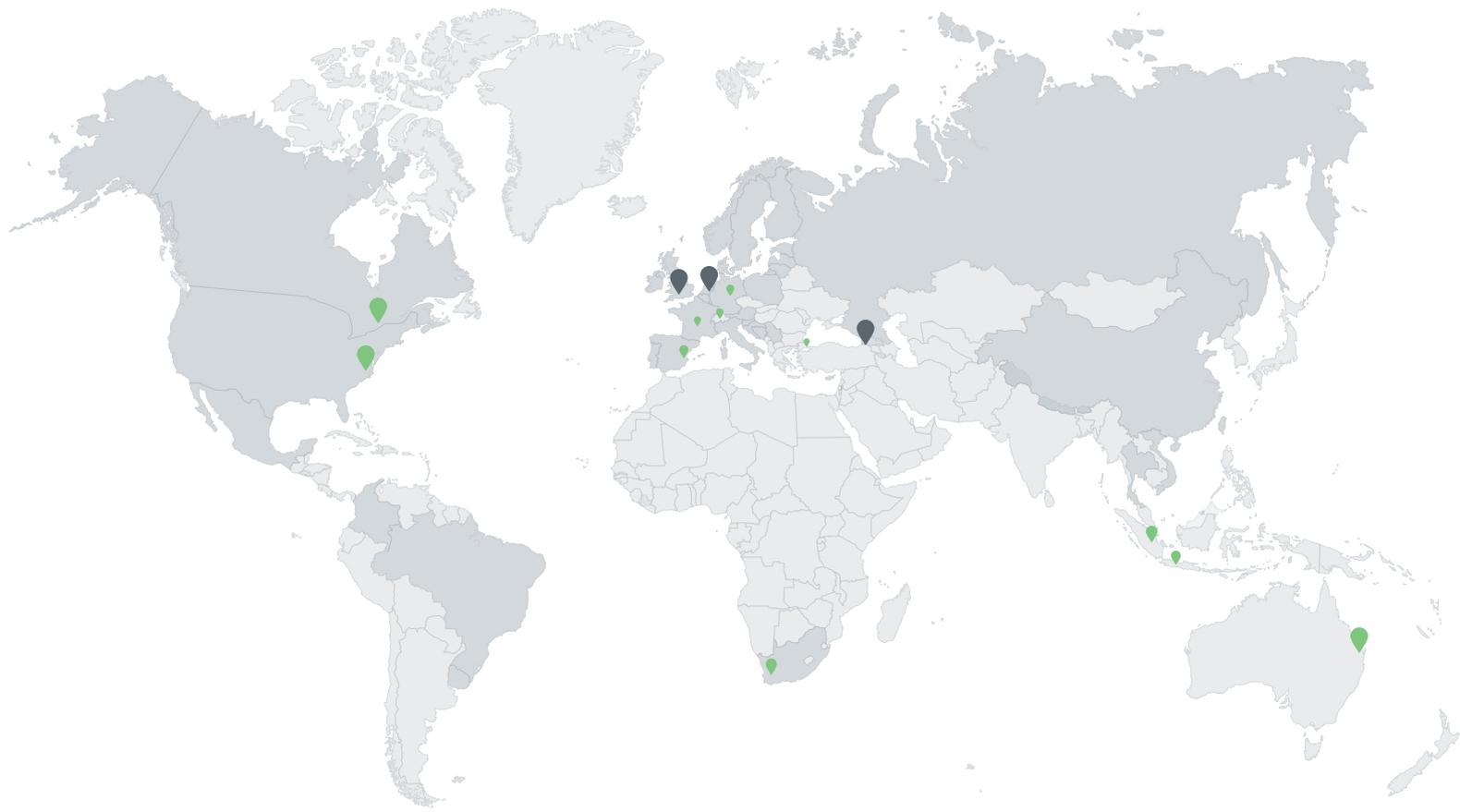
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**informatech** is a global leadership consultancy that aligns people, purpose & strategy - driving socially responsible transformation in global organisations. Our international network includes 215 partners, consultants, and coaches in 24 countries throughout Europe, North America, Latin America, Asia, and Africa. We transform leaders, align teams and create resolve and passion to win. Typical interventions are to accelerate performance, execute strategy and embed capability and change.



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