

Course Overview:

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 plans 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 Objective:

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)

Course Outline:

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

Training Language:

English-Arabic

Training Methodology:

- Presentation & Slides
- Audio Visual Aids
- Interactive Discussion
- Participatory Exercise
- Action Learning
- Class Activities
- Case Studies
- Workshops
- Simulation

Venue | Date | Fees

Khobar | 29-10-2023 | 10,350 SAR

ONLINE | 29-10-2023 | 7,475 SAR

Riyadh | 05-11-2023 | 10,350 SAR

Khobar | 17-12-2023 | 10,350 SAR

ONLINE | 17-12-2023 | 7,475 SAR

- 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 ('TOWS' 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

Who Should Attend:

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.