

STRATEGIC MARKETING

JEAN-PHILIPPE BERQUE

🕒 *Predicting the market trend and determining your competitive edge*

COURSE OUTCOME

An introductory course to strategic marketing in a practical and innovative three-day session. Developing and implementing strategic planning and thinking. Contributing to the achievement of corporate objectives and adding value for the customer. Making your marketing strategy anticipative to predict the market trend and determine your competitive edge.



TEACHING METHOD

Bilingual “à la carte” teaching in French and/or English with interaction, role-play and workshops validating the acquisition of skills.

COURSE OUTLINE

The course includes 5 parts:

1. Understanding strategic marketing principles

- The main approaches to strategic marketing (vision, mission and values).
- Strategic Business Units (SBUs) and key factors of success.

2. Understanding your market

- Developing a strategic diagnosis with the SWOT analysis.
- Using strategic tools for external analysis such as PESTEL.

3. Identifying your business portfolio

- Identifying your products with Porter’s five forces – using strategic tools for internal analysis.
- Strategic segmentation, targeting and positioning.

4. Developing SBU strategies

- BCG, McKinsey, ADL – pros and cons.
- Determining your relative market share and market growth.
- Defining your competitive edge. Using SMART decision-making tools.

5. Setting up a strategic marketing plan to achieve business objectives

- Developing a relevant marketing strategy including integration, differentiation, specialization or internationalisation.

AVAILABLE FORMATS

- A three-day course or 10-2 hour training sessions for a full program of 21 hours.

TARGET AUDIENCE

Designed for anyone who needs to develop a marketing strategy, position products, add value or achieve corporate business objectives. Suitable for individuals working within any sector.

COURSE FEE

Contact us.

RECOMMENDED READING

- J.-P. BERQUE, *Developing a Marketing Strategy*, handbook, 2016.