

# Strategic Marketing Plan

AN ISM EXECUTIVE TRAINING COURSE

The overall purpose and principal focus of strategic marketing planning is the identification and creation of sustainable competitive advantage

## Course Content

- Marketing's role in organisations today.
- The challenge of establishing a market orientation.
- Structure of a customer-focused business plan.
- The tools of internal and external analysis.
- Using the SOSTAC framework for planning.
- Aligning strategic, operational and tactical level plans.
- The challenges of segmentation in both B2B and B2C organisations.
- How the marketing mix creates competitive advantage.
- Metrics to improve future performance these points?
- Are all of the functions in your company organised in a way that is supportive of delivering the value required?





## Introduction

An organisation that develops and performs its production and marketing activities with the aim of satisfying the needs of its customers is market oriented. A market oriented organisation is clear that the “strategy” behind marketing is about managing relationships in an integrated and holistic manner.

This advanced level marketing Bootcamp is for practitioners and managers who want to get more involved with marketing planning and strategy. It will enable you to contribute more to the strategic planning process and develop better marketing plans.

- Can you list your key target markets in order of priority?
- Can you describe (qualitatively & quantitatively) the value that is required by each of your target markets?
- Can you describe how your company creates this value in each key target market?
- Do the senior people in your company support these points?
- Are all of the functions in your company organised in a way that is supportive of delivering the value required?

Case studies and real life examples will enable the delegates to put theory into professional practice.

## You will take away from this course how to:

- Structure and write strategic and operational marketing plans.
- Assess your organisation’s use of strategic marketing and make constructive recommendations to maximise ‘business’ benefits from a customer orientated perspective.
- Appreciate the customer-focused planning process and be able to map your organisation’s decision-making against it.
- Use the key tools and techniques that ensure planning is externally focused.
- Manage segmentation analysis and decision making.
- Recognise barriers to achieving high performance organisations and teams, and be able to recommend practical steps to overcome these in a variety of scenarios.
- Appreciate the critical importance of control and be able to recommend a range of control metrics in financial and marketing terms.





### Course Leader: Bill Levell

Bill Levell is a principal consultant at the Chartered Institute of Marketing (the world's largest professional body for marketers) where he specializes in Marketing, Sales, and Business Strategy. He is the longest serving Faculty Director having been there for over 30 years.

His personal clients include Citibank, British Airways, Siemens and the UK Government who regard him as a vital channel in the development of their business strategy and practical implementation of their marketing and sales plans.

Bill's own corporate career began in front line sales and grew to take senior appointments at Management and Board level both as Marketing Director and then Managing Director of a UK listed £350m turnover company.

His reputation is founded on a combination of very practical experience (spanning many markets and industries) and the ability to think outside of current business boundaries. He regularly assists with the development of creative opportunities for businesses and is regarded as an important catalyst in strategic management thinking.

He is well known for his design and implementation of process consultancy and training programmes, which are both highly practical and stimulating.

His wide experience and ability to relate to many situations across a range of markets make his contributions invaluable and easily assimilated.

Bill is passionate about training and his knowledge, experience, creativity and sense of fun combined with his highly interactive and participative style of delivery and facilitation are consistently appreciated as an opportunity to unlock the potential of the delegates who attend his courses.

Clients regard him as a visionary thinker!



+971 4 457 3814



+971 4 457 3999



info@ismdubai.com www.ismdubai.com

# COURSE REGISTRATION FORM

## Strategic Management



# ISM

Institute of Sales & Marketing

Telephone: + 971 4 457 3814, Facsimile: + 971 4 457 3999 Email: info@ismdubai.com

### 1 CHOOSE YOUR PACKAGE

- PLATINUM PACKAGE** Send 4 Delegates 25% discount or 5th seat FREE!
- 3 Delegates (Receive a 10% discount!) 4460 Dhs per person
- 2 Delegates (Receive a 5% discount!) 4700 Dhs per person
- Please book 1 Delegate 4960 Dhs

"ISM COURSES ARE ALWAYS GREAT VALUE FOR MONEY"  
Steven Brown, CEO, iSegway

Registration fees include expert tuition, comprehensive course documentation, workshop materials lunch & refreshments and your official ISM framed Certificate documentation, workshop materials lunch & refreshments and your official ISM framed Certificate

### 2 ATTENDEE DETAILS - Please complete in block capitals

	Full Name	Job Title	Tel (inc. country code)	Email
1				
2				
3				
4				
5				

### 3 COMPANY DETAILS - Please complete in block capitals

Organisation name: \_\_\_\_\_ Industry \_\_\_\_\_  
 Address: \_\_\_\_\_ Postcode: \_\_\_\_\_  
 Country: \_\_\_\_\_ Tel: \_\_\_\_\_ Fax: \_\_\_\_\_ Email \_\_\_\_\_

### 4 APPROVING MANAGER SIGNATURE - To process the booking this needs to be completed in full

NB. Signatory must be authorised to sign on behalf of contracting organisation

Name: \_\_\_\_\_ Job Title: \_\_\_\_\_  
 Email: \_\_\_\_\_ Industry: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 P.O Box: \_\_\_\_\_ Country: \_\_\_\_\_ Tel: \_\_\_\_\_ Fax: \_\_\_\_\_  
 Authorising Signature\* (Mandatory): \_\_\_\_\_

By signing this form I have read and agreed to ISM's terms and conditions listed below

### 5 INVOICE CONTACT AND PAYMENT

NB. Payment is required BEFORE the course date. Course details will be sent to you once payments are received.

Contact person for invoicing : \_\_\_\_\_  
 Tel: \_\_\_\_\_ Fax: \_\_\_\_\_  
 Email: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 \_\_\_\_\_

Please Fax back the completed Form to + 971 4 457 3999  
 We will send you confirmation of your booking and further details.  
 Thankyou.

Enquiry form for related courses

Fax to: + 971 4 457 3999

- Yes ! send me the 2011 training catalogue
- Negotiation Master Class January 23rd, 24th and 25th 2011
- Presentation Skills January 24th and 25th 2011
- Finance for Non-Financial Managers January 18th, 19th and 20th 2011
- Advanced Sales Management February 15th, 16th and 17th 2011
- Strategic Business Planning January 19th and 20th 2011

Name: \_\_\_\_\_  
 Job title: \_\_\_\_\_  
 Company Name: \_\_\_\_\_  
 PO Box No: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Tel No: \_\_\_\_\_ Fax: \_\_\_\_\_

### TERMS & CONDITIONS

ISM reserves the right to change dates, venues, topics and trainers due to unavoidable circumstances.

**Cancellation:** If you cannot attend personally, a substitute delegate is welcome to join this course in your place - for no extra charge. Should you (or a substitute) be unable to attend, we will promptly refund your fee less a service charge of 10%. As spaces are strictly limited, we regret that registration received less than 30 days before the start date of the course may incur a late booking surcharge of Aed 150

**Condition:** You must inform us in writing 30 days or more before the start date of this course. No refunds are possible for cancellations received less than 30 days, before this course. Instead you will be issued with a 50% Discount Training Voucher, which entitles you (or a nominated colleague) to attend a public course arranged by ISM.