



EXECUTIVE EDUCATION>MARKETING AND SALES



Strategic Marketing

Design and implement a successful marketing plan that is aligned to the strategic objectives of your organisation.



6 - 7 August 2019

ALSO AVAILABLE AS AN IN-HOUSE PROGRAMME

**Gordon Institute
of Business Science**
University of Pretoria

In a tough economic climate, organisations that survive and prosper have a clear understanding of how best to acquire, retain and grow their customer base in ways that are aligned with the organisation's strategic objectives. **This programme will see delegates assessing, strengthening, and extending one of their own marketing plans, in order to apply learnings immediately to current business priorities.**

Course info

FACULTY > **Dr. Michael Goldman** teaches, researches and consults in marketing and sales in the U.S., India, Kenya and South Africa. He is based in California as a tenured Associate Professor in the University of San Francisco Sport Management Master's Program. He also holds an Adjunct Faculty role with GIBS and facilitates the BrandQuad series of workshops in Kenya. As a management scholar, he has published a range of academic research articles, case studies, and book chapters internationally. Michael studied for his B.PrimEd degree from the University of Port Elizabeth before completing his MBA and DBA from GIBS and the University of Pretoria.

FEE > R 18 500 (includes tuition, instruction material, lunches and refreshments and is VAT exempt).

DURATION > Two days

DATES > 6 – 7 August 2019

Key focus areas:

Day 1:

- > Sensing the marketing environment;
- > Developing marketing goals; and
- > Strategic initiative choices.

Day 2:

- > Planning appropriate tactics;
- > Aligning goals, strategic choices and tactics;

- > Enhancing marketing plan execution;
- > Reflection, assessment and next steps for you and your organisation; and
- > Various case studies will be discussed to enable you to understand the concepts in practice.

Who should attend?

- > Marketers involved in developing, informing and implementing their organisation's marketing, product and brand plans; and
- > Key account managers in marketing research houses and communication agencies who influence and work with clients in developing marketing plans.

How you will benefit:

At the end of the programme, you would have:

- > Analysed the internal and external marketing environment to inform marketing plans;
- > Developed measurable marketing goals that contribute directly to business results;
- > Chosen a set of strategic initiatives involving target market selection, brand development, and positioning and value proposition;
- > Planned appropriate product, pricing, channel, and communication tactics to support marketing strategies;
- > Mapped and assessed organisational effectiveness factors to enhance marketing plan execution;
- > Committed to a set of personalised learning, follow-up actions for ongoing support;
- > Been exposed to cutting-edge academic and practitioner thinking on how to best compete in today's tough and digital environment; and
- > Expanded your network of like-minded marketing professionals.

6 key outcomes

Enhance your and your team's ability to sense and respond to the rapidly changing external environment.

More directly link your marketing activities to measurable business outcomes and returns.

Improve the quality of strategic choices being made in terms of segments, brands, and value propositions.

Develop more integrated marketing plans that reinforce strategic choices, and set the marketing team up for success.

Diagnose and address barriers to quickly and correctly executing marketing plans.

Sharpen your strategic thinking in order to make a more substantial contribution to the business strategy of your organisation.



For enquiries call +27 (0)11 771 4302 or email hlapolosat@gibs.co.za

This programme can also be offered in-house for your organisation. Enquire about our Study & Stay packages at our on-site illovo Hotel.

