



**Schulich**  
School of Business  
Executive Education Centre

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an Upcoming  
Session:

Nov. 27 - Dec. 1, 2017  
June 11 - 15, 2018

# Strategic Marketing Management

*The research shows that strong marketing strategies can contribute up to 38% of margin and 40% of revenue growth. How does your organization's marketing competence measure up?*

## Our Participants Say it Best:

*"My experience taking this course was priceless. I'll be able to apply this new found knowledge upon my return to work next week."*

**A. St. Denis,**  
Marketing Manager,  
Kamik

*"The course exceeded my expectation of getting a broad overview of some marketing principles. Every aspect of Dr. Sirsi's lectures and study material had relevance to our business. The level of detail was perfect and has given me exactly what I need to generate and action a marketing plan."*

**Julie Fordyce,**  
Marketing and  
Operations Manager,  
Kam's Growers Supply  
Inc.

*"This course was invaluable to myself and my business, providing the tools and understanding to deliver and develop high level strategic thinking. Most definitely the single most impactful course of my professional career."*

**B.A. Thomas, National  
Brand Manager**  
William Grant & Sons  
(PMA Canada)

The world of marketing has changed significantly.

**In this intense course you will learn that successful businesses:**

- Are customer centric, not product centric
- Have a deep understanding of customer needs
- Develop a strong marketing strategy
- Align all functions around a common go-to market strategy to focus on the customer



Register Today / Complete Details

<http://seec.online/11534>



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# Strategic Marketing Management

## What You Will Learn

### Develop the skills to lead your organization's marketing strategy and planning.

Ideal for any professional who wants to **advance their strategic marketing skills and knowledge**, this program is designed to give any leader a **comprehensive understanding of the fundamental areas in the marketing process**. Program content is constantly updated with leading edge material from academia and industry. Discussions, case studies, videos and group work are combined to create a **lively, participatory environment for maximized learning**. Participants will work on their own business challenges and begin developing a **strategic marketing plan they can apply immediately in their workplace**.

Develop your skills in 10 key areas for better marketing strategies

### Who Should Attend

You should attend this program if:

- You are new to the area of marketing, or you are looking to break into marketing
- You have significant practical experience in marketing, but want a solid theoretical foundation
- You are charged with developing a strategic marketing plan for your business
- You supervise someone who is developing a strategic marketing plan for the business
- You are a functional head who wants to know more about marketing and marketing strategies

1. Understanding how **marketing has evolved** and the **implications for your business**
2. Learning cost **effective market research techniques** to understand customer needs
3. Developing and implementing a **superior marketing** (go-to-market) plan
4. Developing strong sales and functional strategies to **implement the marketing strategy**
5. Aligning all functions around the go-to-market plan to **focus on the customer**
6. Segmenting markets, targeting customers, and positioning products (goods and services)
7. Building and communicating a **powerful brand**
8. Designing the right **channels of distribution** for your business
9. Developing **integrated marketing communication strategies** with digital and non-digital media Integrating metrics to demonstrate MROI (marketing return on investment)
10. Shifting **from cost based to value based** pricing strategies

### What Participants Say:

*"Ajay was a phenomenal instructor with a wealth of knowledge. He made concepts that I thought were complex seem simple and executable in my work place. The week was filled with "ah ha" moments that I look forward to implementing."*

Lindsay Magli, Brand Manager, Ontario Lottery

*"Excellent experience with practical learning guided by an outstanding instructor"*

Richard Cook, President, Genfoot Inc.



*This intensive 5-day program is taught by one of our highest rated instructors.*

# Overview of Program Content Modules

Develop Your Skills in Key Marketing Leadership Competency Areas

## Marketing Concepts and Overview

- Marketing = a tool to create competitive advantage
- What value does marketing add to a business?
- Understanding, creating, delivering, and managing customer value
- Elements of a strong marketing plan

## Market Segmentation and Choosing The Target Market

- How to segment your markets and customers
- Tools to understand customer needs
- Choosing your target market
- Customizing your marketing value propositions by segment

## How to Build a Powerful Brand

- Foundations of branding and brand management
- Core versus potential products: how to de-commoditize your offerings
- How to differentiate yourself in a crowded marketplace

## Pricing Strategy

- Capturing the value you have created
- Avoiding the biggest pricing mistakes made by firms
- Designing value-based pricing strategies
- How to be a price maker, not a price taker

## Channel Strategies: Design and Management

- Learn how to use channel strategies to attract and keep customers
- Understanding how channels of distribution deliver competitive advantage
- Designing relevant channel strategies for your business

## Marketing Communications in Action

- Learn about the realities of the new marketing communications paradigm
- Valuable lessons on how to successfully get your message across to any target customer
- A step-by-step process to develop integrated marketing communications strategies using digital and non-digital avenues
- Developing success benchmarks to ensure marketing ROI

## Marketing Strategy and Planning

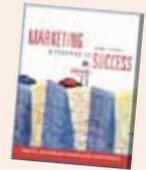
- Foundations of marketing strategy and planning
- Creating a winning marketing plan
- Developing sales and functional plans to implement the marketing plan
- Building a customer-centric business

## Group Work – Planning for Success

- Building a marketing plan for a business
- Reviewing plans with your peers
- Expert instructor and peer feedback

## Bonus Course Feature

In addition to your detailed course binder, you will receive a copy of Dr. Sirsi's highly influential book to reinforce your learning, *Marketing: a Roadmap to Success*.



## Top Reasons To Choose This Program

1. Learn from one of the world's leading marketing academics and consultants
2. Spend five days that participants routinely describe as a professional and personal life-changing experience
3. Reflect deeply on your own business challenges and begin developing a strategic marketing plan that you can apply immediately to your workplace
4. Network with other marketing professionals across multiple industries and develop meaningful corporate connections
5. Obtain a certificate of completion from one of the leading business schools in the world

## Instructor Profile

### Ajay K. Sirsi, Ph.D.

Ajay is a senior marketing and sales professor at the Schulich School of Business. He is the author of three books including: *Marketing Led – Sales Driven: How Successful Businesses Use The Power Of Marketing Plans And Sales Execution To Win In The Marketplace* and *Marketing: A Roadmap To Success*. Ajay consults with numerous organizations globally, helping them design and implement successful go-to-market strategies. He the creator of the marketing and sales methodology called Marketing Led – Sales Driven (MLSD). This process is used by hundreds of organizations globally to develop strong marketing strategies followed by flawless implementation at the sales and customer levels. With his guidance, companies have been able to align their functions to focus on a common strategy and achieve their revenue and profit targets.



Complete Details / Register Today

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*Learning shouldn't stop at the end of your formal education in high school, college or university.*

Because few of us have the same job for life, we constantly have to re-invent ourselves, learn new skills and adapt to the changing marketplace and business environment. Today's professionals and executives must be able to quickly develop and fine-tune personal business skills to adapt and grow.

The Schulich Executive Education Centre is a strategic business unit of the Schulich School of Business at York University in Toronto. Our role within the school is to provide lifelong learning for the development of professionals and executives long after their full-time education has been completed and they are in the work force.

**All SEEC Programs Feature:**

**Just-in-Time Learning for Immediate Application**

Executive and Professional Development at Schulich is focused, practical and immediately applicable to the skills you need and the task at hand. Select from a wide variety of relevant management topics at SEEC today, and use the new skills and techniques you learn at the office tomorrow.

**Advanced Curriculum Structure**

Our programs combine a variety of modalities to ensure optimal program effectiveness, relevance and retention for adult learners. They include mini-cases, break-out sessions, simulations, role playing and other interactive events to reinforce the concepts being taught.

**Outstanding Faculty**

Our accomplished faculty is drawn exclusively from both practitioners and academia, and each is an acknowledged leader and innovator in their field. Their professional activities, research and work experience allow them to bring a wealth of insight and cutting-edge knowledge to the program.

**Risk Free Learning**

SEEC Open Enrolment programs come backed with a 100% satisfaction guarantee.



**A Lasting Memento**

Participants receive a handsomely framed Certificate of Course Completion.



**Upcoming Sessions & Locations**

**November 27 - December 1, 2017**

The Miles S. Nadal Management Centre  
222 Bay St., 5th Floor, Toronto  
Tel: 416.360.8850

**June 11 - 15, 2018**

The Miles S. Nadal Management Centre  
222 Bay St., 5th Floor, Toronto  
Tel: 416.360.8850

Programs run 9:00 a.m. - 4:30 p.m. each day.

**Program Tuition & Registration Details**

**Program Tuition:** \$4,150 + applicable taxes. This includes instruction, all seminar materials, lunches, refreshments, but not hotel accommodations.

**Special Team Savings:** Save \$150 each when two or more team members from the same organization register for this program at the same time.

**Please Note:** Fees, dates, speakers and applicable taxes are subject to change. SEEC's liability is limited to reimbursement of paid tuition fees. One free transfer is permitted, provided written notice is received at least 15 days in advance of the seminar start date. Late transfer requests, less than 15 days in advance of the start date, will incur a \$100 fee. Additional transfers are \$200 each. Cancellations received in writing at least 15 days in advance of the seminar start date will receive a full refund. Written cancellations received less than 15 days prior to the seminar will be subject to a \$500 administration fee. Participants must attend all program days and fulfill all program requirements in order to receive a certificate. HST# R119306736.

**Optional Accommodation**

To enhance your learning experience, participants receive a special corporate rate at the The Schulich Executive Learning Hotel (for programs held at the Schulich Executive Learning Centre), and the Fairmont Royal York Hotel (for programs held at The Nadal Management Centre). For details please visit the **Contact and Locations** section of our website.

**Contact Us**

For program content and administrative inquiries, please call us at 416.736.5079 (1.800.667.9380 toll free), or email us at [execedinfo@schulich.yorku.ca](mailto:execedinfo@schulich.yorku.ca).

