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?

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 for an Upcoming Session:

January 20 - 24, 2020
August 10 - 14, 2020

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)

Register Today / Complete Details
http://seec.online/12405
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
- You are looking to develop a comprehensive understanding of the fundamental areas in the marketing process
- You are looking to understand customer needs
- You are looking to develop a superior go-to-market plan
- You are looking to implement the marketing strategy
- You are looking to focus on the customer
- You are looking to design the right channels of distribution for your business
- You are looking to develop integrated marketing communication strategies with digital and non-digital media
- You are looking to demonstrate MROI (marketing return on investment)
- You are looking to shift from cost-based to value-based pricing strategies

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.

What You Will Learn

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
10. Developing metrics to demonstrate MROI (marketing return on investment)
11. 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 workplace. 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.
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

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

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

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

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

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

Pricing Strategy: Capturing The Value You Have Created
- 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

Group Work – Planning for Success
- Building a marketing plan for a business
- Reviewing plans with your peers
- Expert instructor and peer feedback

Instructor Profile

Ajay K. Sirsi, PhD

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. His next book, on customer segmentation, will be published in 2019. Ajay consults with numerous organizations globally, helping them design and implement successful go-to-market strategies. He is 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.

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

Get the whole picture. Preview complete course content and instructor bio online.

Complete Details / Register Today

http://seec.online/12405
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.

### Optional Accommodation

To enhance your learning experience, participants receive a special corporate rate at the Schulich Executive Learning Centre Hotel (for programs held at the Schulich Executive Learning Centre), and area partner hotels (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 excedinfo@schulich.yorku.ca.