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:

August 10 - 14, 2020
March 1 - 5, 2021

Our Participants Say it Best:

“This course gave me an excellent overview of marketing concepts that will have practical value to my new marketing role. Highly recommend.”

Joanne Guzda,
Director Clinical & Marketing Services,
Sysmex Canada Inc.

“I left with some very concrete ideas that I can implement in my business right away. The content and the instructor were both informative and thought provoking. The concepts presented were up-to-date and aligned with today’s marketing challenges and opportunities. I am very glad that I enrolled in this program.”

Kevin VanderWerf,
Channel Marketing Manager,
InSinkErator Canada

“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

https://seec.online/12765

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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.

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
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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. 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 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.

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
- 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, 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 2020. 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.
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

**August 10 - 14, 2020**
Schulich Executive Learning Centre
York University, 4700 Keele Street, Toronto
Tel: 416.736.5079

**March 1 - 5, 2021**
The Miles S. Nadal Management Centre
222 Bay Street, 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:** $4,450 + 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. Complete registration details at seec.online/FAQ. HST# R119306736.

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 execedinfo@schulich.yorku.ca.

Register Today / Complete Details
https://seec.online/12765