



Marketing Strategy for Competitive Advantage

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?

Please see website for upcoming session dates.

Featuring the new, secure ZOOM video-conferencing platform.

You'll benefit from:

- Multi-modal delivery of materials
- Engaging activities and interactive exchanges
- Breakout discussions with the instructors and your fellow participants

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

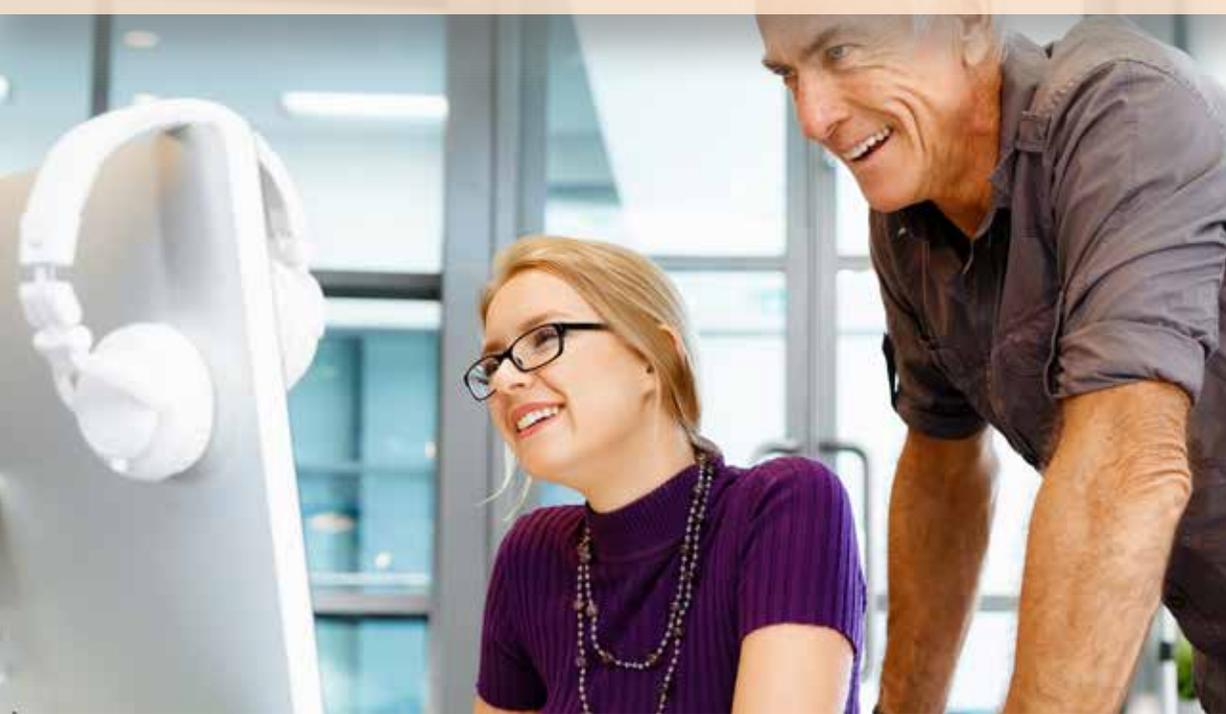
Our Participants Say it Best:

"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)

"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.



Register Today / Complete Details

<https://seec.online/13184>



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

Top Take-Aways

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. Developing **integrated marketing communication strategies** with digital and non-digital media integrating metrics to demonstrate MROI (marketing return on investment)

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

Featured Instructor

Ajay K. Sirsi, PhD, 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. He is the creator of the marketing and sales methodology called Marketing Led – Sales Driven (MLSD), used by hundreds of organizations globally to develop strong marketing strategies followed by flawless implementation. Ajay consults with numerous organizations globally.

Overview of Learning

Marketing Concepts and Overview

- Marketing = a tool to create competitive advantage
- What value does marketing add to a business?

Market Segmentation and Choosing The Target Market

- How to segment your markets and customers
- Tools to understand customer needs

How to Build a Powerful Brand

- Foundations of branding and brand management
- Core versus potential products: how to de-commoditize your offerings

Pricing Strategy: Capturing The Value You Have Created

- Capturing the value you have created
- Avoiding firms' biggest pricing mistakes

Channel Strategies: Design & Management

- Learn how to use channel strategies to attract and keep customers
- Understanding how channels of distribution deliver competitive advantage

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

Marketing Strategy and Planning

- Foundations of marketing strategy and planning
- Creating a winning marketing plan

Group Work – Planning for Success

- Building a marketing plan for a business
- Reviewing plans with your peers

Continues Online

Register Today!

Upcoming Dates:
Please see website.

Registration Fee:
\$4,450 + applicable taxes

Complete registration details:
seec.online/FAQ

Technical Requirements:
seec.online/techreq

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

Complete Details / Register Today

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