



"Understand Business Model and Strategic Plan, revise on the structure of a marketing plan as well as techniques of strategic lead marketing plan leading to the use of strategy to conduct an extraordinary marketing plan"

Objectives

1. Steps in creating a complete marketing plan
2. Creating a Strategic Marketing Plan
3. Understanding different models in implementing marketing strategy in a marketing plan

Course Outline

- Understand the relationship between a Business Plan and a Marketing Plan
- Revising on the structure of a marketing plan and examples of marketing plans
- Understanding Business Model and Strategic Plan for a strategic lead marketing plan
 - Marketing Moves Model
 - Business Strategy Model real life example
- Different strategic lead marketing plans
 - Low Cost Low Price “Strategic Lead”
 - Customer Focus “Strategic Lead”
 - Differentiation “Strategic Lead”
 - Product Leadership “Strategic Lead”
- Different strategies in strategic lead marketing plan
 - Value Creation and Competency Space
 - Funky Marketing – out of the box marketing
 - New Media and New Marketing Tools
 - 360 Degree Strategy
- Implementing marketing and budgeting plan to accomplish strategic objectives



Contact Us : 02-559-2146-7