

International Marketing & Strategy Program

The International Marketing & Strategy Program is a 2-part program for managers with responsibility for markets, countries, customers, product groups, brands, distribution channels.

DESCRIPTION

The International Marketing & Strategy Program combines two central aspects – the focus on market and customer proximity as part of marketing management, and the constant effort to achieve growth and increase profitability within a framework of strategic management.

WHO SHOULD ATTEND

- Marketing executives responsible for leading strategy, innovation, and organizational change in their companies, or client firms
- Senior leadership responsible for market management and who are in charge of positioning and strategic development of that market
- Heads of marketing, sales, distribution and marketing areas, who are responsible for implementing market strategy as stipulated by marketing management

AREAS OF FOCUS

PART 1: Market and Customer Orientation

Market and Customer-Oriented Company Management

- The components of strategic marketing
- Trends and developments
- The principles behind dynamic markets
- Developing and implementing marketing strategies

The Marketing Mix – Its Central Elements and Concepts

- The right product, service and portfolio policy
- Appropriate pricing – how do you determine and implement it?
- How do you organize company communication? How can you ascertain its budget and resource needs?
- Taking the offensive in customer retention
- Corporate identity and brand concepts
- Ultimately, results are achieved by distribution so the right sales channels must be chosen
- What sales and distribution channels make sense and how do you implement them?
- Success at the point-of-sale
- CRM and keyaccount management
- Digital and online marketing
- Using e-marketing

Leading the Integration of Digital and Traditional Marketing

- How do you measure the success of marketing activities?
- The tasks of marketing implementation
- Real examples from the business world

Part 2: Strategic Management and Business Development

The Strategic Concept

- The importance of growth for the viability of a business
- How to achieve growth
- How management controls growth

Analyzing your Strategic Positioning

- The business portfolio
- Examining your business model
- Types of business activities that accelerate growth

Recognizing Growth Potential

- Unsolved customer problems, new customer benefits
- The potential of existing customers
- Creating new markets
- Gaining market share and business development

Growth and Profitability

- Which growth concepts are a danger to profitability
- What you need to do to achieve profitable growth

Successful Implementation

- Recognizing the modifications needed
- Successfully dealing with resistance

Sessions & Fees

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|--------|---------------------------|--------------------|
| EP0350 | Part 1: Nov 02 – 05, 2020 | Berlin, GER |
| | Part 2: Mar 17 – 19, 2021 | Rottach-Egern, GER |
| EP0311 | Part 1: Mar 15 – 18, 2021 | Zurich, CH |
| | Part 2: Sep 07 – 09, 2021 | Rottach-Egern, GER |
| EP0321 | Part 1: Nov 15 – 18, 2021 | Cologne, GER |
| | Part 2: Dec 08 – 10, 2021 | Cologne, GER |

Duration: **4 + 3 days**

Fees: **EUR 7,200.- | CHF 7,900.- | US\$ 8,600.-**

Registration: www.bostonprograms.com/ep03 or registration form on the back of the brochure

Are you interested in corporate education or consulting?
Call us at: +41(0)43 499 4020

General Information

Registration and Confirmation

You can register by email, mail or FAX, or at our website. Once you register, you receive written confirmation, including detailed information on the location of the program, travel directions, hotel accommodations and an invoice for the program fees. If the program is fully booked, we notify you immediately. When you complete the program, you receive a certificate of attendance. Please note that the program curriculum, faculty and hotels are subject to change and/or amendment.

Change of Registration

If you need to change your registration, please notify us at least 4 weeks before the program starts. A change of registration entails a fee of 300 Euros. Under some rare circumstances, a program or parts of a program may have to be postponed or modified. In such cases, we will notify you immediately to ensure that you can attend an alternative program with similar content.

Cancellation

You may cancel your registration free of charge 3 months before the program starts. If you cancel between 3 months and 6 weeks before the start date, you will be charged 40% of the program fees. For cancellations within 6 weeks of the program start date, you will be charged the full program fees. You can arrange to have someone take your place up to 3 days prior to the program start date.

Program Fees

Program fees for our seminars and programs include the faculty fees and educational materials associated with the program (V.A.T. is not included). Accommodations and meals are not included. If only parts of a program are attended, missed parts may not be made up. Payment is accepted in Euros, Swiss Francs or US Dollars. Reference currency: Euro.

Accommodation, Daily Delegate Rates

Our programs are held at high-quality hotels and seminar centers. Participants are not obligated to stay at the seminar hotel. Note, however, that Boston Business School customarily negotiates a special room rate with the seminar hotel. Unless it is included in the accommodation rate, an additional daily delegate rate for lunch, coffee, etc., will be charged to participants. For rooms at the seminar hotel, participants make their own reservations following instructions provided by Boston Business School, and pay the hotel bill on the final day of the program.

Insurance, Disclaimer

Boston Business School does not offer insurance to participants. Therefore, participants must carry their own insurance policies to protect them from damages due to accidents, disease, theft and so on. Boston Business School cannot be held liable for damages. Terms, conditions and course content are subject to change and/or amendment.

Registration Form

Please complete and print this registration form and mail or FAX it to:

Boston Business School
Kirchstrasse 3
CH-8700 Kuesnacht/Zurich

Phone +41 (0)43 499 40 20
Fax **+41 (0)43 499 40 21**
Email info@bostonprograms.com
Internet www.bostonprograms.com

I wish to participate in the following program:

Name of Program

Program Number

Program Dates

Prefix

Ms.

Mr.

Titel

Last Name

First Name

Company/Organization

Street, P.O. Box

Postal Code, City

Country

Email

Telephone

FAX

Position

Industry (opt.)

Number of Employees (opt.)

under 200

up to 1000

over 1000

Signature

Date