

Strategic Market Management

Successful strategic management and marketing go hand-in-hand – strategy shows you way to go, marketing helps you get there. Goal of this 2-part program is to demonstrate the latest knowledge on both subjects and especially how to establish the links between them that are so important. 2 x 4 days.

DESCRIPTION

Strategy shows you the way, marketing helps you get there. For products, brands and customer segments, you will need a clear strategy. It describes the position your company aspires to and clarifies what you want it to be in the future. Only through professional marketing, however, will a good strategy become a reality. Marketing ensures your positioning is correct, your uniqueness, your unwavering focus on creating value for the customer. A clear differentiation and the implementation of communication and market cultivation. Strategy and marketing are twins. Goal of this 2-part program is to demonstrate the latest insights on both subjects and especially how to establish the links between them that are so important.

WHO SHOULD ATTEND

- Executives who are personally involved in working-out or analyzing strategies, and want to ensure the successful implementation of these strategies using skillful marketing techniques
- Experienced managers and specialists in marketing and in jobs dealing with customers, who want to understand high-level strategies and to integrate them into their marketing activities
- Executives who want to attain and use the latest knowledge from the business world about strategy and marketing

AREAS OF FOCUS

Part 1: Strategic Management

What We Want to Be

A good strategy leads to a desired future. Choosing the right direction is the most important task when ensuring the future success of your company. It also tells you what you do not want your company to be.

Core Competencies

Wanting is not the same as doing, so strategy should be based on your company's core competencies. How do I identify these? How do I create from them new business models for growth and value creation?

Priorities and Resources

A good strategy separates the wheat from the chaff and allows you to employ your resources in a targeted way.

Part 2: Modern Marketing

Positioning and Customer Value

Positioning your business in its competitive environment

Marketing Objectives

What are the most important marketing objectives? Gaining market share. Taking advantage of customer potential. Developing your markets. Creating new markets. Entering new segments and markets.

The Product Mix

Portfolio and service concepts. Solutions instead of products. Customer segments. Target marketing. Market definition and market segmentation. Branding. Deciding on price.

Sales Channels

Classic sales channels are being enhanced or replaced by new sales channels. Internet business. Direct marketing.

Communication and Market Development

Communicating your company's activities and advantages. Alternative communications concepts. New media.

Leadership in Marketing Management

Marketing requires leadership – the tools you'll need for this and how to use them

Sessions & Fees

EP1710	Part 1: Feb 17 – 20, 2020 Part 2: Mar 16 – 19, 2020	Cologne, GER Lucerne, CH
EP1720	Part 1: Feb 17 – 20, 2020 Part 2: Jun 15 – 18, 2020	Cologne, GER Hamburg, GER
EP1730	Part 1: Mar 16 – 19, 2020 Part 2: Jun 15 – 18, 2020	Davos, CH Hamburg, GER
EP1740	Part 1: Aug 24 – 27, 2020 Part 2: Nov 02 – 05, 2020	St. Gallen, CH Berlin, GER
EP1750	Part 1: Oct 05 – 08, 2020 Part 2: Nov 02 – 05, 2020	Boston, USA Berlin, GER

Duration: **4 + 4 days**

Fees: **EUR 6,600.– | CHF 7,200.– | US\$ 7,900.–**

Registration: www.bostonprograms.com/ep17 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 6 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 reimbursed 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:

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CH-8700 Kuesnacht/Zurich

Phone +41 (0)43 499 40 20
Fax **+41 (0)43 499 40 21**
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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