

Marketing Management for Competitive Advantage

To be successful in the marketplace, a company needs persuasive marketing and to create customer value. This 4-day seminar offers the latest knowledge and practical tools for an integrated marketing approach. We will show you how to optimize your marketing know-how and toolset even further, and how to implement this to generate even more value for your company and customers.

DESCRIPTION

Marketing acts as interface between a company and its surroundings, especially with customers, and is seen as one of the central activities of modern corporate management. We live in a globalized economy with increased competitive pressure, shorter product cycles and ever-changing markets. Having a marketing mindset and knowing its methods are becoming increasingly more important, because they allow you to create real corporate value. If your marketing efforts are consistently focused on customer value, you are better able to capitalize on the potential of your existing customers. And – thanks to your value-oriented focus – to win new customers, create brand value and last but not least, to build up a profound insight into your customers and your industry. And these days the internet, digitalization, social media, community building and new forms of communication represent a major challenge to modern marketing. These things could cause a major shift in the value-added process. Marketing, therefore, is increasingly a question of communication, relationship management and customer value and how to build, develop, and leverage that value.

WHO SHOULD ATTEND

- Executives and successful managers who are working to differentiate their business more from its competitors and who are looking for fresh ideas to help them strengthen and expand their market position, and to look critically at their existing marketing concepts
- Marketing directors, sales directors, key-account managers and marketing practitioners who want to acquire in a short time the latest knowledge and newest ideas about modern marketing techniques
- Senior-level managers and professionals from product, customer, sales or brand management, who want to expand their marketing knowledge-base
- Executives who are planning to assume marketing tasks in the future or who are going to become more of a decision-maker for the marketing activities at his or her company
- Entrepreneurs and marketing consultants

KEY BENEFITS

This marketing course will give you a holistic understanding of marketing in all of its facets. What you learn in this seminar will help you get even better at using marketing to create value for your company. You'll learn the factors of modern marketing success and will be able to come up with actionable marketing concepts and to analyze them better. You'll learn to implement marketing activities in a way that achieves ambitious objectives when it comes to product, market and customer profitability. You will also get fresh ideas about how to better differentiate your business from your competitors.

AREAS OF FOCUS

Marketing as a Factor of Success

Good product and services alone do not guarantee success. Without competent marketing, they will fall flat.

- Marketing as a central corporate activity
- Orienting all marketing activities, its philosophy, objectives and results on creating customer value and profitability
- What tasks are involved for marketing management when it comes to a conflict in aims?
- Trends like online marketing, Industry 4.0 and mobile marketing

Instruments of Analysis in Marketing Management

Marketing begins with the customer, his or her needs and problems. What tools can you use for conducting customer and market analyses, and how do you apply their results? How can these analyses contribute to creating new customer value and promising business activities for today and the future?

- Tools for conducting market and corporate analyses
- The competition never sleeps – doing competitor and competitive-environment analyses
- Customer and customer behavior
- Recognizing changes and trends using digitalization, networking and social media

Marketing Strategy – Paving the Right Way Forward

Strategy decides if you are successful or not.

- Determining the right marketing objectives
- Alternative marketing – a summary of strategies for this
- Determining your own marketing strategy
- The brand as part of marketing strategy
- Focusing on the right things – what positioning of my company, and what customer segments, promise the most success?
- How to work in a targeted way with customers, country and sales portfolios
- Tools for creating practical marketing concepts and plans

Effective Marketing Concepts and Tools – Marketing Mix Decisions

From strategy to concrete action, how one develops a marketing concept.

- The right product, service and portfolio policy
- The right pricing – how to determine this and get it approved
- Price as an instrument of positioning
- How should I set up my communication activities? How can I calculate the budget and resources I will need?
- Going on the offensive in market cultivation and customer retention
- Corporate identity and brand concepts
- Brand management and emotion
- Sales determine results, so sale channels need to be carefully chosen
- Which sales and distribution strategies makes sense for my company, and how should these be implemented?
- Being successful at the point-of-sale
- Digital and online marketing

Using Marketing Controlling to Increase Effectiveness and Efficiency

Results-oriented marketing must know how effective the tools being used are.

- How do you measure the success of your marketing activities?
- What tasks are involved in marketing performance measurements?
- Real-world examples

Sessions & Fees

EP5810	Mar 16 – 19, 2020	Lucerne, CH
EP5820	Jun 15 – 18, 2020	Hamburg, GER
EP5830	Nov 02 – 05, 2020	Berlin, GER

Duration: **4 days**

Fees: **EUR 3,700.– | CHF 3,900.– | US\$ 4,500.–**

Registration: www.bostonprograms.com/ep58 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:

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