



# Developing Marketing Strategies

## Programme Aim

- This highly results focused programme aims to assist companies to develop marketing and management capabilities so as to grow the business and increase the bottom line.

## Programme Overview

- Develop your marketing skills
- Conduct a marketing audit on the business.
- Increase your awareness of modern management, marketing and sales activities to enhance sustainable (bottom-line) performance.
- Develop a strategic Marketing Plan for the business so as to better meet the challenges of a fast changing trading environment.
- Foster creativity and innovation within the business and effectively manage this process
- Instigate & manage change within the business

## Programme Outline

### Current Performance Analysis

- Understand & select appropriate diagnostic tools
- Understand the “Business Growth” planning process
- Undertake a marketing review
- Creating Competitive Advantage

### Marketing & the Bottom Line

- Understand the Cost of Marketing
- Understand Value & Return on Investment
- Understand the Key Performance Indicators
- Understand Setting a Marketing Budget





### In-company Visit 1

- Review content of workshops 1 & 2 & ensure understanding
- Facilitate discussion in relation to business issues
- Commence the process of building the marketing plan

### Developing a Strategic Marketing Plan

- Create a Vision / Mission Statement
- Create clearly stated Objectives & Targets
- Create an Implementation Strategy
- Create appropriate Monitors and Controls

### Managing People & Change

- Understand various Management Styles
- Good Leadership qualities
- Understand the need for Innovation & Change
- Managing People through the Change process

### In-company Visit 2

- Review content of workshops 3 & 4
- Facilitate discussion in relation to business issues
- Progress the development of the marketing plan

### Business Planning and Quality Improvement

- The organisation plans where it is going and continuously improves its approach to quality

### Effective Communication and People Involvement

- The organisation communicates with and encourages its people in an effective manner

### Leadership and People Management

- The organisation leads and manages its people and their performance to pre-determined objectives in a competent and effective manner





### Planning of Learning and Development

- The organisation plans the development of its people in support of the achievement of its business objectives

### Training and Life Long Learning

- The organisation maintains and continuously improves a culture of learning and development

### Review of Learning

- The organisation reviews the impact that people's learning and development has had on performance and identifies improvements as a result

### Recruitment and Selection

- The organisation recruits and selects its people in a professional, fair and competent manner in support of its business objectives

### Employee Well-Being

- The organisation provides for the health, safety and well – being of all its people in a fair and non-discriminatory manner

