

Hands-on course , 3
day(s)
Ref : CLE

Participants

All of the company's executives and employees who want to get into marketing and grasp its fundamental principles and tools.

Pre-requisites

No particular knowledge.

Next sessions

Marketing Keys

During this course, you'll define the main concepts in order to better understand the issues facing marketing and marketers. You'll see how to incorporate the marketing approach in the company's performance strategy and how to analyze the operation, language, and tools of marketing.

OBJECTIVES

Acquire fundamental marketing concepts.
Define your marketing approach
Establish your internal and external marketing approach using special tools
Define the marketing strategy and your product positioning
Build and optimize your marketing mix
Create the marketing plan and define the tracking indicators.

1) Define your marketing approach

2) Conduct your marketing assessment

3) Develop your marketing strategy and choose your markets

4) Build your marketing mix: Consistency and optimization

5) Construct the marketing plan and scorecards

1) Define your marketing approach

- Definition of marketing and its scope of application: BtoB, BtoC, services, etc.
- Possible confusions with sales, product management, communication, advertising, customer relations.
- The various steps of the marketing approach: Market, needs, products and services, segmentation, etc.
- Different marketing approaches: The product-need-market trilogy.
- Potential conflicts with production, research and development, and finances.
- New marketing concepts: Data mining, mobile marketing, buzz marketing, co-branding, virtual communities, etc.
- Different types of marketing: Strategic, operational, product, relationship-based, one-to-one, interactive.
- Marketing plans: Strategic, business plan, operational marketing, sales action plan.

Workshop

Quiz to learn major marketing concepts.

2) Conduct your marketing assessment

- Internal assessment: Corporate identity sheet, skill and function analysis.
- Portfolio analysis: Pareto and BCG models. Choice of different strategies.
- Describing the main internal issues.
- External assessment: Analyzing the company's environment and changes to it with the PESTEL model.
- Analysis of solutions on offer and the market as a whole.
- Study of competition: Classifying competitors, the 5+1 Porter forces, benchmarking.
- Demand analysis and client behavior analysis. Distinction between BtoC and BtoB marketing.
- Summary of internal and external analysis: SWOT Analysis. Strengths, weaknesses, opportunities, threats.
- Providing sources of information: Documentary studies, marketing, panels, satisfaction, usage tests, audience.

Workshop

Case study Constructing a SWOT analysis based on a given corporate context.

3) Develop your marketing strategy and choose your markets

- Defining objectives using the SMART method for each pairing, product, and segment.
- Strategy models: Igor Ansoff, McKinsey, Porter. Attractiveness of a market and the company's strengths.
- Choice of product/market pairings.
- BtoC and BtoB segmentation criteria.
- RFM segmentation: Recency, Frequency, Monetary.
- Actions: Which segments to invest in, develop, maintain, or abandon.
- Targeting strategies: Undifferentiated, differentiated, and concentrated.
- Product positioning: Definition, criteria, and opportunities.
- Conceptual mapping.
- Product positioning methodology.

Workshop

Case study Creating a positioning map based on a given case. Correct it as a group.

4) Build your marketing mix: Consistency and optimization

- Product: The value trilogy of usage, sign, and appeal. The product's three dimensions.
- Product quality assessment criteria.
- Product life cycle and curve. Product lines. Different brand types.
- Price: The factors that influence price. Demand and elasticity coefficients.
- Acceptability price or psychological price. Estimating the acceptable price.

- Calculating the profitability threshold or "break-even" point. Competition study.
- Place: Choosing your distribution network. Drafting the distribution contract.
- Promotion: Advertising, sales promotion, direct marketing, e-marketing, street marketing, etc.
- Athletic sponsorship, arts patronage.
- Crafting communication: Defining targets, assessing the budget.
- Agency brief: Points to watch for.
- Calculating return on investment.
- Electronic communication: Various tools.
- The other Ps: People, Proof, Process.

Workshop

Case study Constructing a mix in sub-groups. Presentation.

5) Construct the marketing plan and scorecards

- Creating the marketing plan and action tracking indicators.
- Annual operational plan and the sales action plan.
- Action planning.
- Operational implementation.
- Monitoring and control.
- Scorecards: Indicators, selective distribution, manager, format, explaining deviations, etc.
- Action plans for each client.
- Provisional operating account.
- Selling your plan internally.

Workshop

Based on a case, build the structure of the launch plan and its internal communication. Final quiz for reviewing and confirming what was learned.