

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

Participants

Executives in charge
of their business unit's
marketing strategy, business
leaders, marketing directors,
marketing managers, product
managers, sales directors,
communication directors.

Pre-requisites

Basic marketing knowledge.

Next sessions

Designing and implementing a marketing strategy

Positioning a consistent marketing strategy with the company's goals. Managing a business portfolio while approaching the competitive environment. Reconciling the marketing and strategic segmentations (products-markets/SBUs, business unit prioritization). Positioning product lines. Decision support tools.

OBJECTIVES

Create a strategic assessment
Apply the decision support tools and matrices
Assess the competitive environment
Target the business portfolios
Create value

1) Business strategy and marketing strategy

2) Strategic assessment

3) Decision support tools

4) Strategic segmentation

5) Competitive strategies

6) Business portfolio strategies

7) Positioning and value creation

1) Business strategy and marketing strategy

- Repositioning strategic marketing in overall marketing demand.
- The company's project, mission, and objectives.
- The company's strategic choices and orientations: Consistency, reference frame, result indicators.

2) Strategic assessment

- Assessing the situation: Approach key principles.
- Identifying the environment: Internal and external analysis

Workshop

Conduct a strategic assessment based on a case study.

3) Decision support tools

- Decision support matrices (McKinsey, ADL, Porter, etc.).
- B to B tools: RMC and RCA.

Workshop

Exercises implementing the decision support tools and matrices.

4) Strategic segmentation

- Managing marketing segmentation and strategic segmentation.
- Defining SBUs.

5) Competitive strategies

- Assessing the competitive environment.
- The Porter model, domination by costs, differentiation, segmentation.
- Kotler positions (leader, challenger, follower, nicher).

Workshop

Case studyBased on an analysis scenario of the market's main competitors.

6) Business portfolio strategies

- Simplifying models: BCG, Arthur D. Little.
- Using a complex model: The attractiveness/strengths grid.
- The Ansoff matrix.

Workshop

Work on a BCG and Ansoff matrix.

7) Positioning and value creation

- Brand value and positioning: Notions of distinctive skills, brand image, and client value.
- Perceived value, desired value.
- From scenarios and projects to operational plans.

Workshop

Positioning exercise and value creation for a company's line of products and services.