



Product Marketing Strategies for Impact

Delivered by:



CAMBRIDGE
Judge Business School

Programme Summary

Successful products and services require successful marketing strategies. This course provides helpful tools and techniques for those associated with the marketing of products to potential customers, or for any manager wishing to become more familiar with marketing skills and decision analysis. The focus is on how to manage the marketing toolkit to create and market successful products and achieve superior business performance.

A number of fundamental questions must be addressed by anyone wishing to market a product, including the following:

- Why will customers prefer your products to those of competitors?
- What is the product's distinctive qualities and value?
- What products should be offered?
- Who are the target customers?
- How will the products reach those customers?
- How should the product be managed over time?

Topics

The programme covers a number of key topics in the area of product marketing, including the following:

- The link between customer value and corporate value
- Designing a value-driven product strategy
- Crafting creative strategies, differentiating the product, and communicating the strategy
- Segmenting the market and positioning the product
- The competencies of top-performing product managers
- Managing product evolution
- Experiential marketing and symbolic and emotional value
- Product design strategies
- Culturising products

Benefits

- Learn how best to develop and execute a marketing strategy in competitive markets
- Develop tools and decision analysis skills required for successful product marketing
- Improve the skills required to be an effective product manager
- Strengthen general marketing skills and competencies

Participants earn a certificate on completing the programme. This programme counts as one course for those completing the Cambridge Executive Education General Management Certificate



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Why Executive Education at the University of Cambridge?

The University of Cambridge is internationally renowned for:

- outstanding faculty and excellence in teaching and research
- a collaborative learning environment and community
- commitment to innovation and its application in science, technology and business
- the Judge Business School MBA programme, which is ranked among the best in the world

Our goals in Executive Education at Judge Business School are to align these strengths to deliver programmes that impact on the development of leaders and organisational performance.

Our programmes are designed to provide a collaborative and stimulating environment for learning and to add value to your professional career and personal growth. The diverse educational and professional backgrounds of our faculty and delegates enrich the experience. We attract participants from around the world and across industries and business sectors.

Cost: 9 units

For more information please email the TLC Training Co-ordinator on registrations@thelearningcollaboration.com