



# Strategic Marketing

Delivered by:



## Programme Summary

This programme deals with the entire marketing planning process. It provides methods for analysing customers, competitors, market trends, and the external and internal environments affecting a business. It discusses how to develop and select marketing strategies that create value for customers, how to implement a marketing strategy, and how to manage the assets and competencies of the organisation to achieve the desired marketing objectives.

The programme is designed for those who have marketing responsibility in their organisation, or for anyone who wishes to improve their understanding of the strategic marketing process. It is also suitable to entrepreneurs or managers wishing to develop a strategic marketing plan for their business.

The programme is taught through a combination of lectures, workshops and case study analysis and discussion.

## Topics

The programme is divided in three main sections, which deal with (1) the planning process and strategic analysis, (2) marketing strategy development and selection, and (3) marketing strategy implementation and organisational issues.

The topics covered include the following:

- Introduction to the strategic marketing planning process
- Strategic analysis for marketing
- Customer analysis and market segmentation
- Competitor analysis
- Market and environmental analysis
- The marketing mix: product and brand management, pricing, distribution, marketing communications
- Selecting alternative marketing strategies
- Strategic positioning
- Growth strategies
- Diversification strategies
- Strategies in declining and hostile markets
- Strategy implementation and organisational issues
- Internal marketing



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**CAMBRIDGE**  
Judge Business School

### Benefits

Through this programme, you will improve your knowledge of marketing strategy, develop relevant analytical skills and techniques, and improve your strategic decision making in marketing.

The aim of the programme is to strengthen your skills in monitoring and understanding the business environment, generating effective and creative strategic marketing options, and developing and implementing strategies that create customer value.

[Download the \*Strategic Marketing\* detailed agenda](#)

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

### 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](mailto:registrations@thelearningcollaboration.com)