

# Designing and implementing a marketing strategy

Hands-on course of 3 days - 21h

Ref.: MAS - Price 2024: CHF2 050 (excl. taxes)

## EDUCATIONAL OBJECTIVES

At the end of the training, the trainee will be able to:

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

## THE PROGRAMME

last updated: 01/2018

### 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

*Hands-on work* : 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.

*Hands-on work* : 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).

*Hands-on work* : 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.

*Hands-on work* : 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.

## TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

## ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

## TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

## TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

## ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@ORSYS.fr to review your request and its feasibility.

- From scenarios and projects to operational plans.

*Hands-on work* : Positioning exercise and value creation for a company's line of products and services.

## DATES

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REMOTE CLASS

2024 : 23 Sep, 09 Dec