

# Strategic Marketing Planning

AN INTENSIVE AND HIGHLY PRACTICAL  
— 3 DAY COURSE —

*"The course has provided us a path for change in my organization."*

*— Imran Hidayath, Director*

*"The aim of marketing is to know and understand the customer so well the product or service fits him and sells itself."*

*— Peter Drucker .*

To enquire about the date of the next public course:

**Email Us:** [info@ismdubai.com](mailto:info@ismdubai.com)

**Call Us:** 04 4573814



# ISM

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# ISM Training

ISM Training provides the most comprehensive range of learning and development solutions to meet the needs of individuals and companies. ISM Training helps clients achieve significant behaviour changes leading to improved productivity and increased competitive advantage in today's increasingly complex markets.

## Strategic Marketing Planning Introduction

An organisation that develops and performs its production and marketing activities with the aim of satisfying the needs of its customers is market oriented. A market oriented organisation is clear that the "strategy" behind marketing is about managing relationships in an integrated and holistic manner.

This advanced level marketing Bootcamp is for practitioners and managers who want to get more involved with marketing planning and strategy.

## Purpose of this course

This course focuses on the identification and creation of sustainable competitive advantage.

You will clarify the overall purpose and desired results of an organization in terms of strategic marketing, and how those results will be achieved.

## On successful completion of the course delegates will be able to:

- **Structure** and write strategic and operational marketing plans.
- **Assess** your organisation's use of strategic marketing and make constructive recommendations to maximise 'business' benefits from a customer orientated perspective.
- **Appreciate** the customer-focused planning process and be able to map your organisation's decision-making against it.
- **Use** the key tools and techniques that ensure planning is externally focused.
- **Manage** segmentation analysis and decisionmaking.
- **Recognise** barriers to achieving high performance organisations and teams, and be able to recommend practical steps to overcome these in a variety of scenarios.
- **Appreciate** the critical importance of control and be able to recommend a range of control metrics in financial and marketing terms.

# Key areas covered

**01** ▶ Marketing's role in organisations today.

**02** ▶ The challenge of establishing a market orientation.

**03** ▶ Structure of a customer-focused business plan.

**04** ▶ The tools of internal and external analysis.

**05** ▶ Using the SOSTAC framework for planning.

**06** ▶ Aligning strategic, operational and tactical level plans.

**07** ▶ The challenges of segmentation in both B2B and B2C organisations.

**08** ▶ How the marketing mix creates competitive advantage.

**09** ▶ Metrics to improve future performance these points?

**10** ▶ Are all of the functions in your company organised to deliver the value required?

**11** ▶ Listing your key target markets in order of priority.

**12** ▶ Creating value in each key target market.

*"What's the use of running if you are not on the right road."  
- German proverb*

## Who should attend?

This advanced level marketing Bootcamp is for marketing practitioners and managers who want to get more involved with marketing planning and strategy.

## Participants

The course will have a maximum of 20 people who will be selected based on the type of business they are in and their job role to ensure a thorough mix of industries, ideas and experience.



## Course Leader : Bill Levell

His hugely successful career includes appointments for marketing and sales in a wide variety of markets at senior Board and management level (UK and overseas.). Clients regard him as a visionary thinker and a vital catalyst in the development of their strategic plans and practical implementation of sales and negotiation techniques.

Highly experienced in all aspects of Strategic Development, Management, and Advanced Negotiation, he has developed his own planning and analysis tools, which are now a standard part of the sales and marketing curriculum's and utilised by blue chip companies' world wide to automate the decision-making process and create effective plans.

Bill loves sharing his experiences and is a Senior member of the Chartered Institute of Marketing's Faculty having been a course director for 15 years.

*"Thank you for your professionalism and I hope to come back again."*

*- Al-Mutairi Nawaf,  
Saudi Airlines*

## COURSE REGISTRATION FORM

### Strategic Marketing Planning



**ISM**  
ISM TRAINING

Telephone: + 971 4 457 3814, Facsimile: + 971 4 457 3999 Email: info@ismdubai.com

#### 01 CHOOSE YOUR PACKAGE

1 Delegate: 6,800 Dhs

2 Delegate: 12,920 Dhs

3 Delegate: 18,360 Dhs

4 Delegate: 21,760 Dhs

Registration fees include expert tuition, comprehensive course documentation, workshop materials lunch & refreshments and your official ISM framed Certificate documentation, workshop materials lunch & refreshments and your official ISM framed Certificate

#### 02 ATTENDEE DETAILS - Please complete in block capitals

No	Full Name	Job Title	Tel (inc country code)	E-mail
01				
02				
03				
04				
05				

#### 03 COMPANY DETAILS - Please complete in block capitals

Organisation Name:  Industry:   
Address:  Postcode:   
Country:  Email:   
Tel:  Fax:

Authorized Signature' (Mandatory):

Authorising Signature' Name:

By signing this form I have read and agreed to ISM's terms and conditions listed below

#### 04 INVOICE CONTACT AND PAYMENT - If different from above

**Note:** Payment is required BEFORE the course date. Course details will be sent to you once payments are received.

Contact person for invoicing   
Tel:  Fax:  Email

#### 05 TERMS & CONDITIONS

ISM reserves the right to change dates, venues, topics and trainers due to unavoidable circumstances.

Cancellation: If you cannot attend personally, a substitute delegate is welcome to join this course in your place - for no extra charge. Should you (or a substitute) be unable to attend, we will promptly refund your fee less a service charge of 10%. As spaces are strictly limited, we regret that registration received less than 30 days before the start date of the course may incur a late booking surcharge of USD50

Condition: You must inform us in writing 30 days or more before the start date of this course. No refunds are possible for cancellations received less than 30 days, before this course. Instead you will be issued with a 50% Discount Training Voucher, which entitles you (or a nominated colleague) to attend a public course arranged by ISM

Find us in Social Media

or please fax this form to + 971 4 457 3999  
to receive your confirmation and delegate pack.



ISM Training, 15th Floor, Al Shafar Tower, Tecom, Dubai  
Tel: +971 (0) 44573814 Email: info@ismdubai.com url: www.ismdubai.com