

Strategic Marketing

Winter **2023**

Part of the **MBA-program**

This course is about a strategic consumer-centric approach in sales and marketing planning to achieve competitive advantage. It recognises the significance of situation analysis and introduces techniques for assessing the external and internal environments that enable effective decision-making. The module outlines the importance of all stages within the sales and marketing planning process, from the audit, through strategic decision making, to implementation of plans. It outlines how managing resources and employing monitoring and measurement techniques enables the achievement of strategic marketing objectives

**Course will be held in hybrid format in English*

COURSE OBJECTIVES

The course aims to give understanding of consumer needs, insights on their expectations and knowledge of how to satisfy them in a profitable way. Choose this course if you want to:

- Understand Consumer Needs and Satisfaction
- Learn how to perform a comprehensive situation analysis by evaluating both the external and internal environments of an organization to identify key factors affecting sales and marketing strategies
- Develop the ability to analyze an organization's current and future external environment, including market trends, competition, technological advancements, and regulatory factors, to inform strategic decision making
- Develop the capability to prioritize challenges and opportunities identified during the situation analysis process
- Understand the process of strategic marketing planning, including how to develop a strategic marketing plan
- Learn and apply relevant frameworks and approaches for the development of sales and marketing strategies, including segmentation, targeting, and positioning techniques
- Gain the skills to effectively manage resources and implement the strategic marketing plan, and learn how to monitor, measure, and adapt the plan for continuous improvement

Lecturers:

Tetiana Lukinyuk, B2C Director in Kyivstar, Chairwoman of the BOARD Teach4 Ukraine

Areas of expertise:

- General Management
- Business strategy

- Leadership
- Marketing
- Organizational behavior
- Talent development

COURSE OUTCOMES:

At the end of this course the students should be able to:

- Understand how to analyze an organization's current and future external environment
- Prioritize challenges and opportunities for transformation into clear objectives and applicable strategies
- Analyze relevant information to recommend and inform strategic decision making
- Develop a strategic marketing plan to realize organizational objectives
- Use applicable frameworks and approaches for development of sales and marketing strategies
- Apply segmentation-targeting-positioning approach within strategic planning
- Compose consistent marketing mix, communications mix and key messages
- Select appropriate channel mix for selected target audience and defined marketing mix
- Manage resources to deliver the strategic marketing plan
- Recognize differences between B2B and B2C sales and marketing, SME sales and marketing, services vs product marketing

Bring your company to the next level. Join the Strategic Marketing Course today!

Have more questions?

Contact us

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