

STRATEGIC MARKETING

Overview

This three day programme in strategic marketing presents an immersion into the latest thinking in marketing and strategy which enables learners to understand the role of marketing directors and managers, to improve the effectiveness of their organisation's marketing effort, and thus improve the marketing orientation and profitability of their organisation.

Duration

Three days

Outline

The following topics are covered on the Strategic Marketing Programme:

1. Strategic assessment of organisation positioning, including a focus on the market function and its effectiveness, portfolio analysis and performance analysis.
2. Applying marketing principles to create competitive advantage
3. Global competitiveness – getting the message out in an over-saturated world of marketing communication
4. Succeeding in a new world dominated by social media
5. The development of a strategic marketing plan
6. Review and development of effective value propositions
7. Strategic marketing implementation

Approach

The programme is delivered through a team of experts in different areas of Leadership. All the topics above are covered as mini seminars, allowing for an in-depth, fresh and relevant review of the critical areas of leadership. Cases, video-based studies, and other topical references are used on this programme.

Outcomes

On completion of this programme, the participant will be better equipped to:

1. Analyse strategic marketing processes
2. Improve marketing orientation
3. Analyse customers' needs
4. Develop sharp value propositions
5. Segment and develop markets
6. Conduct competitive analyses
7. Conduct environmental and industry analyses

8. Analyse performance using marketing metrics
9. Develop and implement marketing strategies and plans

Why IC Growth Group

The IC Growth Group has been providing executive development programmes for over a decade, in association with leading business schools. All IC Growth Group programmes include the best of business school teaching and thinking, and go further in customisation and relationship management, with options for related strategic insights research and change interventions. IC Growth Group short programmes, with business school partnerships, offer certificates of attendance on completion. Further, delegates who wish to obtain a university-issued certificate of competence on this topic can do so by successfully completing an assignment set by the lecturers after the programme.

Lecturers & Facilitators

The IC Growth Group has a highly experienced and expert faculty, all of whom are seasoned business school educators, researchers and professional consultants. Please visit our website, at www.icgrowth.co.za to view the CV summaries of our Forum of lecturers and facilitators.

The Strategic Marketing Programme is devised and led by IC Growth Group Faculty. Variations of this programme have been offered around the world to great acclaim.

Business School Accreditation

Upon approval, certificates of attendance from Rhodes Business School, Rhodes University, are offered to all those completing this programme. The programme is delivered at NQF Level 6.

Certificate of Competence Option

Rhodes Business School also offers the option for delegates to obtain a certificate of competence for this programme, on completion of a written assignment that receives a passing assessment by the lecturer, following the attendance of the programme.

Programme Pricing 2012

Open programme

If this programme is offered as an open programme, where delegates may enrol from more than one organisation, the following fees apply (open programmes only run with a minimum of 12 delegates enrolled):

Single enrolment: R10,500

Two or more enrolments from 1 organisation: R10,000 / delegate

The fee includes catering during the programme and course-packs and materials.

In-company

If this programme is run for your organisation on an in-company basis, the following fees apply (excluding VAT):

For the first 10 delegates – R95,000

For additional delegates from 11 to 15: R7,500 per delegate

For additional delegates from 16 to 20: R7,000 per delegate

For additional delegates from 21 to 35: R6,500 per delegate

A maximum of 35 delegates is advised for this programme.

The programme fee includes an allowance for some customisation of the programme to address organisation needs and circumstances. The fee also includes the cost of course-packs and materials.

The organisation is responsible for the venue, equipment, catering, and travel and accommodation for out of town lecturers.

IC Growth Group Workshop Option

Should you be interested in running a workshop or consulting intervention for your organisation on the topics covered in this programme, please ask us about our competitive pricing to customise an approach that addresses your specific needs. University certificates are not issued with the workshop option, unless it runs as an in-company programme, as defined above.

Open Programme Application Form

Please complete an application form for each individual delegate. For in-company programmes, please contact us using the contact details below.

Short Course/Public Programme Application

Surname :

Names (Full Names) :

Title :

Personal Details

Gender :

Home Language :

SA Identity Number/ Passport No :

Address :

Postal Address :

Contact Number/s :

Email Address :

I hereby certify that the information provided in this contract is accurate and complete in all respects. I will ensure that payment in full is made before the commencement of the programme. Please fax/email application & proof of payment to 021 465 5722/ Shariefa@infochoice.co.za

Signature of Applicant

Date Signed.

Contact us

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