

COURSE TITLE: PRACTICAL MARKETING STRATEGIES

INTRODUCTION

Growing a business isn't easy. First, you need a viable idea. From there, you need to discover a profitable niche, define a target demographic and have something of value to sell them. Whether you're peddling products, services or information, getting the word out has become increasingly burdensome. And without the right marketing strategies to fuel your growth, churning a profit and staying afloat is virtually impossible.

The course is designed to for sales and marketing people to understand the fundamentals of marketing practices and its application at workplace. The course will help participants to think and act like an entrepreneur.

LEARNING OBJECTIVES

- Upon completion of this course, participants will be able to:
 1. Develop **agile mindset** as opposed to fixed mindset
 2. Identify their **own potential and talent**
 3. Revisit **marketing concepts**
 4. Understand transition from **4P to 4E**
 5. Appreciate the importance of marketing inside the company, and be more **involved in marketing decisions** (*ownership, accountability and responsibility*)
 6. Perform a **competitive analysis**
 7. **Evaluate** and **learn** from **the experiences** of the major players in the field.
 8. Develop company's **value proposition canvass**
 9. **Segment** your **customers and markets**, and understand them better.
 10. Develop **customised presentation** and **appear professionally** to persuade audience either through face-to-face interaction or digital communication
 11. Develop ability to deal with **international customers**
 12. Represent company more **confidently** as marketing staff

DURATION

- 2 days (9.00am to 5.00pm)

AUDIENCE

- Current marketers or newly appointed marketers,
- Non-marketing staff who need to have a comprehensive idea about marketing practices
- Employees who are non-experts in marketing seeking to understand its role, and to incorporate this dimension in their decisions and in their departments' daily operations (customer service, sales, production, R&D,...)
- Employees who are often in contact with marketing people, and who wish to understand marketing decisions to better cooperate with their managers (R&D, production, logistics, legal, finance,...)

- Employees who aspire to joining their company's marketing department(s)

LEARNING METHODOLOGY

The latest thinking on marketing will be shared with the group and there will be regular opportunities for skills practice in both small and larger groups. Skills will be reviewed for continuous improvement.

The learning will have five fundamental principles which will be:

- Highly engaging (methods that talk to the 'head and heart')
- Interactive (mix of experience, discussion and practice)
- Innovative (latest thinking & tools) and...
- Encourage participation (a 'Socratic' learning methodology applied) so that delegates take ownership of their own development and future behaviour.
- Pre-test and Post-test to gauge learning

COURSE CONTENT

MODULE 1: DEVELOPING AGILE MINDSET

- What is Agility (*ability to move quickly and easily*)
- The importance of agility to the organization
- What is an Agile Mindset
- Fixed Mindset vs Agile (Growth Mindset)
- How to Achieve and Adopt Agility in Daily Life?
 - Six ways to integrate agility to daily life
 - Six practices to achieve agility as a team
- Identifying own potential and talent
 - Conduct a personal SWOT
 - Develop a personal goals road map

MODULE 2: MARKETING FOR UNIKL INTERNATIONALLY

- Revisit Marketing
- Moving from 4P to 4E in Marketing
- Mission and Vision in the industry
- Strategy Direction
- Situation analysis
- Moving from local market to international market
- Determining the customer's buying behaviour
- Purchasing factors for educational products
- Estimating and forecasting demand
- Managing the relationship with customers
- Targeting market(s) and designing the marketing mix

- Action programs
- Monitoring procedures

MODULE 3: UNDERSTANDING COMPETITORS

- Identifying competitors
- Identification by market and by product
- Identification of the competitive forces at the industry level
- Analysing a competitor's strategy
- Strategic groupings of companies
- Competitive analysis
- Finding information about competitors
 - External sources
 - Internal sources
- Performing the competitive analysis

MODULE 4: VALUE PROPOSITION

- What is the value proposition canvas
- Value proposition vs customer profile
- Target Customer Profile – Gains, Pains, Customer Jobs
- Value Map – Product & Services, Gain creators, Pain relievers
- Achieving fit between the value proposition and customer profile
- Value to the customer
- Competitive advantage for company
 - Value Proposition Canvas

MODULE 5: STRATEGIC PRESENTATION SKILLS

- What is customized presentation skills
- Purpose of presentation
- Address fear factor and apprehension
- Audience analysis
- Notion of content logical flow
- Six step strategic presentation
- Supporting materials
- Creating impact in presentation
- Tips for persuasion
- Handling difficult audiences
- Tips and tricks of public speaking
 - Hands-on application
 - Peer evaluation
 - Trainer evaluation
- Digital presence dos and don'ts

MODULE 6: INTERCULTURAL COMMUNICATION

- Compare and contrast cultures' values, beliefs, perceptions and styles
- Analyse intercultural interactions
- Evaluate situations using intercultural communication skills