

Program Objectives

Develop a Corporate strategy and Marketing strategy.

Build a sustainable competitive advantage

Anticipate emerging risks and opportunities;

Identify competitors' strategies;

Training Methodology

A combination of Interactive lectures and practical exercises

Customized course textbook.

Pair and group work

Seminar/Workshops

Training materials provided

Training Outline

Learn to build effective marketing and business plans

Identify the most appropriate marketing strategies and tactics for each product or service

Implement strategic product development programs;

Pricing strategies and decision

How to measure your campaign success.

Developing the Web Marketing Message;

Identify the most appropriate marketing strategies and tactics for each product or service;