COURSE SYLLABUS

Marketing Strategy

Learn the fundamentals of successful marketing to help you achieve your business goals in this one-day class.

For more information, visit
https://www.creativelive.com/classes/marketing-strategy



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Course Outline

Section 1: Introduction to Marketing Strategy

Overview of Marketing Strategy

- Definition and importance of marketing strategy
- Difference between marketing strategy and tactics
- The role of marketing strategy in business success

Strategic Marketing Planning Process

- Understanding the strategic marketing plan
- Key components of a marketing strategy
- Aligning marketing strategy with business goals

Section 2: Market Research and Consumer Insights

Market Research Fundamentals

- Types of market research (primary vs. secondary)
- Methods of data collection and analysis
- Tools for market research (e.g. surveys, focus groups, analytics)

Consumer Behavior and Insights

- Understanding consumer needs and behavior
- Segmenting and targeting the right audience
- Developing buyer personas

Section 3: Competitive Analysis and Positioning

Competitive Analysis

- Identifying competitors and analyzing their strategies
- SWOT analysis (Strengths, Weaknesses, Opportunities, Threats)

- Benchmarking against competitors

Brand Positioning

- Defining value propositions
- Positioning your brand in the market
- Differentiation strategies

Section 4: Marketing Mix Strategy (The 4 Ps)

Product Strategy

- Product lifecycle and innovation
- Product portfolio management
- Brand development and management

Price Strategy

- Pricing models and strategies
- Understanding price elasticity and consumer perception
- Competitive pricing and value-based pricing

Place (Distribution) Strategy

- Channel strategy and management
- Direct vs. indirect distribution channels
- The role of logistics and supply chain in marketing

Promotion Strategy

- Integrated marketing communications (IMC)
- Advertising, PR, and sales promotions
- Digital marketing and social media strategies

Section 5: Digital Marketing Strategy

The Role of Digital Marketing in Modern Marketing

- Overview of digital marketing channels (SEO, SEM, social media, email, etc.)
- Creating an online presence and digital brand identity
- The importance of content marketing

Data-Driven Marketing

- Leveraging analytics and data for strategic decision-making
- Tools and platforms for digital marketing analytics
- Measuring and optimizing digital marketing campaigns

Section 6: Product and Brand Management Strategy

Product Development and Innovation

- Managing product lines and portfolios
- Strategies for launching new products
- Case studies on successful product strategies

Brand Equity and Value

- Building and sustaining brand equity
- Brand extension and co-branding strategies
- Brand loyalty and customer retention

Section 7: Customer Relationship Management (CRM) and Loyalty Programs

CRM Fundamentals

- Importance of CRM in marketing strategy
- Tools and platforms for CRM (e.g., Salesforce, HubSpot)
- Creating a customer-centric culture

Loyalty Programs and Customer Retention

- Defining effective loyalty programs
- Strategies for customer retention and lifetime value (CLV)
- Case studies on successful CRM and loyalty strategies

Section 8: Developing and Implementing a Marketing Strategy

Strategic Planning Process

- Steps to develop a comprehensive marketing strategy
- Setting SMART objectives and KPIs
- Budgeting and resource allocation

Implementation and Monitoring

- Executing the marketing plan
- Monitoring and adjusting strategies based on performance
- Tools for tracking and reporting on marketing efforts

Final Project: Marketing Strategy Presentation

Students will develop and present a comprehensive marketing strategy for a real or hypothetical business, incorporating the principles and techniques learned throughout the course.