



Universal Training Academy
Course: Fundamentals of Marketing Strategy

A brief description of the module

This class uses marketing principles along with an in-depth understanding of a firm's internal competitiveness, resources and future goals to create sustainable growth for both domestic and international markets. The critical factors of evaluating a firm's core competencies and accessing their internal environment will also be reviewed. The underpinning rationale of the class is to learn and apply actions that allow the firm to continuously create and develop competitive advantages for internationalisation and sustainability using marketing strategies. With a deeper understanding of marketing concepts students will gain a deeper understanding of marketing's role within the firm and particularly grasp the skills and experiences required to grow a firm's market share and improve business performance. This course will include case study based interactive sessions that will help delegates apply their technical and theoretical knowledge and understanding in the context of international business, issues and challenges. The course will have a distinct international focus within the context of a dynamic and ever changing global environment.

What the course aims to teach

Students will learn how product, pricing, distribution and promotion strategies add value to the firm's operations. Elements that will be covered:

- Introduction to marketing and marketing orientation
- Understanding consumer behaviour
- Product / services development and marketing
- Creating value and competitive advantage
- Selling and the marketing mix
- Case Study / Group Work on the foundations of marketing
- Introduction to the strategy process
- Internal Analysis
- External Analysis – macro and micro environment
- Strategic Positioning
- Group Work / Q&A Session / Summary

Learning outcomes

By the end of the course delegates will have learned about the following:

- Understand Marketing Strategy and its importance in relation to corporate strategy.
- Understand the Marketing Environment & the forces that will impact upon strategy.
- Understand the need for research and insight to help shape strategy.
- Understand how to select and segment your audience
- Understand how to develop your brand & competitive position within the marketplace.
- Understand how to produce a Marketing Plan
- Understand how to formulate your Marketing Mix Strategy
- Understand how to communicate your offering to the marketplace.
- Understand how to measure marketing effectiveness to improve future performance & amend your future Marketing Strategy

Pre – Requisites

- Existing marketers responsible for developing marketing strategies for their own organisations
- Individuals who wish to learn about Marketing strategies to help further their careers.
- Technical and non-technical people who would like an update on the latest principles of Marketing.
- Professionals who want to see real benefits from their marketing activities

Venue

St Georges buildings, 5 St Vincent Place, Glasgow, G1 2DH

Cost

The registration fee of the workshop will be £550 which includes course notes and lunches. You should make your own arrangements for accommodation.



Payment

Universal Training Academy Ltd accepts payments by cheque, cash and bank transfer. Please contact for further details.

Registration Form

Name

Address

Tel

Email

- I wish to register for the course at a cost of £550 including course material and workshop lunches.
- I enclose a cheque for £550
- Please invoice me at the above address
- Please send me information on local hotels

Disclaimer

All materials and information supplied during and associated with this course are intended purely for instructional purposes. Whilst every effort is taken to ensure that materials provided are accurate and suitable for training purposes, Universal Training Academy Ltd accepts no responsibility for their accuracy or utility.

- I accept the above**

Signature

Date

The completed form should be sent to *Universal Training Academy Ltd*, 5 St Vincent Place, Glasgow, G1 2DH

Or to info@utac.co.uk

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