EXECUTIVE PROGRAMME IN STRATEGIC MARKETING FOR BUSINESS GROWTH

Introduction

In today's competitive business environment, organizations must move beyond traditional marketing approaches to create value, build strong brands, and develop lasting customer relationships. Effective marketing is no longer just about promoting products and services it is about understanding customer needs, identifying market opportunities, and developing strategies that drive sustainable business growth. This Executive Programme in Strategic Marketing for Business Growth equips participants with practical knowledge, tools, and strategies to develop customer-focused marketing plans, strengthen brand positioning, leverage digital marketing channels, and measure marketing performance. Through practical case studies, interactive discussions, simulations, and hands-on exercises, participants will gain the skills required to design and implement effective marketing strategies that increase market share, customer loyalty, and organizational competitiveness.

Course Objectives

- Understand modern marketing principles and strategies.
- Conduct market research and customer analysis.
- Develop customer-focused marketing plans.
- Build and position strong brands.
- Design integrated marketing campaigns.
- Apply digital marketing strategies.
- Measure marketing performance and return on investment.
- Develop practical marketing action plans.

Course Modules

> Module 1: Marketing Fundamentals and Strategy
- Principles of Strategic Marketing
- Marketing Environment
- Market Segmentation
- Target Market Selection

> Module 2: Market Research and Consumer Behaviour
- Market Research Methods
- Customer Behaviour
- Customer Insights
- Competitive Analysis

> Module 3: Brand Development and Positioning
- Brand Strategy
- Brand Identity
- Brand Positioning
- Brand Equity

> Module 4: Product, Pricing and Value Creation
- Product Strategy
- Pricing Models
- Product Life Cycle
- Value Proposition

> Module 5: Digital and social media Marketing
- Digital Marketing Strategy
- Social Media Marketing
- Email Marketing
- Content Marketing

> Module 6: Marketing Communication
- Integrated Marketing Communication
- Advertising
- Public Relations
- Promotional Campaigns

> Module 7: Customer Acquisition and Lead Generation
- Customer Acquisition

- Lead Generation
- Sales Funnel
- Customer Conversion

> Module 8: Marketing Analytics and Performance Measurement
- Marketing KPIs
- ROI Measurement
- Customer Analytics
- Marketing Dashboards

> Module 9: Customer Retention and Relationship Marketing
- Customer Loyalty
- CRM
- Customer Lifetime Value
- Relationship Marketing

> Module 10: Strategic Marketing Planning
- Developing Marketing Plans
- Marketing Budgeting
- Implementation
- Monitoring and Evaluation

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