

Annex 1

Developing Effective Marketing Strategies

Training Objectives

Upon completion of this workshop, participants will be able to:

- Identify & explain steps in the strategic marketing planning process
- Identify & explain concepts, principles, perspectives, and objectives of marketing strategies
- Analyse and appraise competitive offerings and competitive positions
- Screen, select, analyse and develop appropriate target marketing, marketing mix and competitive marketing strategies to achieve marketing objectives

Training Details

Training Provider: Management Development Institute of Singapore (MDIS)

Trainer: Mr Albert Kho

Location: MDIS Dhoby Ghaut 20 Orchard Road Singapore 238830

Dates: 13 and 15 October 2009

Fees: \$190 (after 30% subsidy from CCF)

Duration: Weekdays – 6.30 pm to 9.30 pm

Closing date of registration: **11 September 2009**

** If you have any enquiry, kindly contact Alex at Tel: 6259 0077 ext 126 or Email: alexquek@sncf.org.sg.

Training Outline

- Introduction to strategy & marketing planning process
- Internal & external environment analysis
- Developing marketing objectives
- Segmentation, targeting & positioning strategies
- Marketing mix strategies
- Promotion strategies
- Competitive & growth strategies
- Portfolio management strategies

Who Should Attend

Marketing managers, product managers, brand managers, marketing communication managers, customer service managers, sales & marketing executives, and business professionals.