

Strategic Marketing

This program will explore the ever-changing world of marketing. It will start with a top-level strategic approach to the discipline, analyzing this very important function within an organization. There will be opportunities to analyze the marketing strategies and tactics of your own company. As you move through this process, you will be developing or redesigning your own marketing plan. By the end of the session, you will have completed a comprehensive outline of a marketing plan for your organization. Most importantly, you will be prepared to put your strategic marketing plan into action and be able to assess the success of your marketing activities. You will also benefit from high profile business speakers, who will be invited to share their marketing strategies for success and provide valuable insight on trends and forecasts for the future.

PROGRAM CONTENT

Situational Analysis

- Assessing the marketing environment
- What changes will have the greatest impact on your organization?
- What needs to be done to be ahead of these changes?

Marketing Orientation

- Do you have one in your organization?
- How can we create that orientation?

Marketing Plan Development

- Developing new products and services
- Pricing strategies
- Distribution/Supply chain management
- Promotional strategies and tactics
- Organizational structure – what resources need to be where?

Implementation and Assessment

- How to get the plan from paper to action
- How to track the successes
- What needs to be altered?

WHAT YOU WILL LEARN

- A template for building a solid marketing plan
- How to take a creative look at your marketing activities
- Methods for continuous plan improvement
- How to put your marketing plan into action
- How to assess the success of your marketing strategy

WHO SHOULD ATTEND?

You will benefit from this seminar if you:

- work in marketing, sales, or customer service
- have the opportunity to contribute to the marketing performance of your organization
- are a small to medium sized business owner
- want to create a marketing strategy
- want to redesign your marketing strategy

FACILITATOR: Ed McHugh - Visit <http://epd.smu.ca> for biography and program testimonials.

FEE & LOCATION

\$925 + HST - Includes refreshment breaks, lunches, seminar material, and a certificate of completion

Saint Mary's University at the World Trade Centre
8th Floor, 1800 Argyle Street



EXECUTIVE &
PROFESSIONAL
DEVELOPMENT

2-DAY SEMINAR

9:00 am to 4:30 pm

OCTOBER 16 – 17, 2007

APRIL 16 – 17, 2008

REGISTER ONLINE at <http://epd.smu.ca> or
FAX your Registration Form on page 72