

# **STRATEGIC MARKETING Training Program**



**This Program is ideally suited to following individuals who are:**

- **Fresh University Graduates and like to develop their Career in Marketing**
- **Already working class who are willing to update and learn the new methodologies of Marketing**
- **Entrepreneurs who are willing to devise their strategies of businesses.**

**Program is offered by: 3D Educators – Trainers & Consultants**

# Table of Contents

	Detail
	Inauguration
	Structure
	Topics & Time Allocation
	About the Program Designer & Instructor
	Syllabus

# 3D EDUCATORS

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## TRAINERS & CONSULTANTS

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Page # 2

### HEAD OFFICE

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### CAMPUS II

Suite # 305 Business Center Main Shahrah-e-Faisal, Adjacent PSO Pump Nursery Karachi – 0322-2083032

# Program Details

## Inauguration

The Training Program will be inaugurated by a senior member of 3DEducators

## Program Structure

Number of classes in a week	One Class Per Week
Duration of each class	3-Hour with Break
Total Duration	<b>16 Hours</b>

## Other Learning Activities:

Classroom Assignments	2
Presentations by Trainees	1

## About the Program Designer & Instructor

The “Strategic Marketing” Program has been designed and will be conducted by Senior most Managers and consultants who having the huge experience of training and marketing. They have worked with various large multinational organizations and provide the trainings in local and abroad.

The Trainers who are conducting this program are have on the position of the following:

- ✓ Senior Marketing and Product Manager

They trainers are foreign qualified and having the degrees of MBA.

As Consultant & Senior Trainers the team of trainers from Marketing side we **3D Educators – Trainers & Consultants** would not compromise on the faculty.

Page # 3

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## Program Syllabus

### COURSE CONTENTS:

This program is helpful for those people who are although working in the marketing sector as a professional or marketing manager. After this program the marketer will develop the strategic plan with financial, BCG & GE Model analysis. Also he would be able to devise the segment and choose the appropriate strategy.

- ❖ How to build the corporate Strategic Plan
- ❖ Financial Analysis for Marketing Decision
- ❖ Fundamentals of Marketing Decision
- ❖ Key Financial Ratios
- ❖ Financial Analysis Model
- ❖ Formulation of Business Unit Strategies
- ❖ The Mission Statement.
- ❖ BCG and GE Model Analysis
- ❖ Defining Products – Markets
- ❖ Customer Profiling
- ❖ Size and Growth Estimates
- ❖ Forming the Segments
- ❖ Choosing a positioning strategy
- ❖ Programming Decisions
- ❖ Factors Effecting Program Strategy
- ❖ Strategic Marketing in Action 010
- ❖ Planning and Control
- ❖ The Strategic Marketing Audit

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Page # 4

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