

## Seminar

### Marketing Management

#### Abstract

Intensive seminar focusing on development, methods and operations of modern marketing aiming at:

- Executives and senior staff from marketing sales and customer-focused departments,
- Product and market management, advertising and market research.
- Leaders who want to encourage and enhance marketing and sales concepts.
- Young talents in marketing and sales who want to systematize and enhance their knowledge obtained in practice.
- Executives from technical or commercial areas, who want to familiarize themselves with the subject area of marketing.

#### Concept

Marketing influences the success decisively. The best product, the most innovative market performance is useless if the customer does not need it, does not want it or does not know that it exists. The central task of marketing therefore is to align the needs and demands of the market with the possibilities and resources of the company. Thanks to a very special customer benefit a flexible pricing strategy should be achieved because of competitive advantages, customer preference and effectiveness in sales. Three key aspects are to be optimized:

#### *Marketing culture*

The alignment of all business units to customer needs and the orientation towards ultimate customer satisfaction is the main concern of the marketing philosophy. Therefore, all employees of a company have to accept the responsibility of a marketing-centered business approach: customer orientation is not just a matter of marketing and sales people. How is it possible to develop a customer-oriented attitude and cultivate it?

#### *Marketing concept*

With the marketing concept market success is determined. How can a marketing concept be developed, assessed and implemented?

#### *Sales Management*

Without sales success the best concepts are useless. What should be done to increase the sales performance and build new sales systems and sales channels?

#### Focus areas

##### *The laws of the market*

The company operates in a constantly changing market. Each market operates according to certain

laws and rules.

- The logic of the market
- Consequences of different market constellations
- Success in pioneering markets, growth markets, mature and declining markets. Can you create markets?

### *Analyse markets*

Basis of any effective marketing are a concentrated market analysis and market research.

- How are marketing analysis created and evaluated?
- How can customer and consumer behavior be examined?
- Why is competition analysis important and how are they planned?
- At the same time the level of maturity of your own corporate culture must be checked in terms of customer orientation (Customer Focus).
- If there is a significant momentum to create benefits for external and internal customers?
- What should be done to sustainably increase customer orientation?

### *Marketing strategy*

The better the market analysis, the more accurate the marketing strategy.

- Vision, corporate and business strategy as the default for the marketing strategy
- Corporate identity, business mission, strategy and brand image concept
- Increase market success via effective strategic positioning
- Target market position with quantitative targets
- From market segmentation to target marketing
- New marketing approaches
- Innovation Management

### *Marketing concept*

Based on the marketing strategy for each business, the basic choices with regard to product policy, price policy, communication and distribution policy are determined.

- Product concept, performance differentiation, assortment concept, product line strategy
- Service Concepts and marketing services
- Target group fine tuning
- Segment-specific marketing considerations
- Market, country and branch strategies
- Concepts for market entry and development of new businesses
- Pricing strategies

### *Marketing potentials and opportunities*

The prime reason for unused potential and opportunities for profitable growth can be found in non-effective market coverage. How can we ensure that the potential of existing customers are used properly? How should the acquisition of new customers and new business work?

- Activate the market development
- Optimize the revenue and income potential of existing customers

- Open up new markets and new customer segments
- Profitable growth through "Customer-value concepts»

### *Communication and sales*

The acid test for marketing strategy and marketing concept is the success in communication and sales.

- Communication as initiation to business success
- Sales concepts and sales success
- Sales promotion, sales support

### *Management tasks in marketing*

Marketing strategies and concepts have to be compressed in a marketing planning and specified and quantified in the context of budgeting. The marketing control system monitors goal achievement, but also the effectiveness of the various actions.

- Planning, budgeting
- Structural embedding of Marketing
- Marketing Systems like MIS
- Control of customer satisfaction
- Marketing controlling
- Marketing compliant corporate culture

### **Duration**

As per individual arrangement, normally 2-3 days