

# Marketing Keys

Hands-on course of 3 days - 21h

Ref.: CLE - Price 2024: €1 840 (excl. taxes)

## EDUCATIONAL OBJECTIVES

At the end of the training, the trainee will be able to:

- Acquire fundamental marketing concepts.
- Define your marketing approach
- Establish your internal and external marketing approach using special tools
- Define the marketing strategy and your product positioning
- Build and optimize your marketing mix
- Create the marketing plan and define the tracking indicators.

## THE PROGRAMME

last updated: 01/2018

### 1) Defining the marketing process

- Marketing definition : confusion between communication, sales, marketing...
- The steps in marketing process
- The new trends in marketing : datamining, mobile marketing, buzz marketing, cobranding, the latest social media
- The many types of marketing
- Draw up a plan : commercial business actions plan, business plan, marketing plan

*Exercise : Quizz to learn the basics of marketing*

### 2) Define your marketing approach

- Definition of marketing and its scope of application: BtoB, BtoC, services, etc.
- Possible confusions with sales, product management, communication, advertising, customer relations.
- The various steps of the marketing approach: Market, needs, products and services, segmentation, etc.
- Different marketing approaches: The product-need-market trilogy.
- Potential conflicts with production, research and development, and finances.
- New marketing concepts: Data mining, mobile marketing, buzz marketing, co-branding, virtual communities, etc.
- Different types of marketing: Strategic, operational, product, relationship-based, one-to-one, interactive.
- Marketing plans: Strategic, business plan, operational marketing, sales action plan.

*Hands-on work : Quiz to learn major marketing concepts.*

### 3) Conduct a market analysis

- Marketing surveys to make the right decisions: quantitative versus qualitative research, panel and satisfaction survey
- Defining external factors : opportunities and threats, PEST analysis
- Market analysis : benchmarking, Porter's 5 forces
- Marketing internal audit to evaluate strengths and weaknesses : BCG and Pareto matrix

*Case study : a case study from analysis to recommendations using the SWOT Analysis*

### 4) Conduct your marketing assessment

- Internal assessment: Corporate identity sheet, skill and function analysis.
- Portfolio analysis: Pareto and BCG models. Choice of different strategies.

## TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

## ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

## TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

## TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

## ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at [psh-accueil@ORSYS.fr](mailto:psh-accueil@ORSYS.fr) to review your request and its feasibility.

- Describing the main internal issues.
- External assessment: Analyzing the company's environment and changes to it with the PESTEL model.
- Analysis of solutions on offer and the market as a whole.
- Study of competition: Classifying competitors, the 5+1 Porter forces, benchmarking.
- Demand analysis and client behavior analysis. Distinction between BtoC and BtoB marketing.
- Summary of internal and external analysis: SWOT Analysis. Strengths, weaknesses, opportunities, threats.
- Providing sources of information: Documentary studies, marketing, panels, satisfaction, usage tests, audience.

*Hands-on work* : Case study Constructing a SWOT analysis based on a given corporate context.

### 5) Create a marketing strategy and choose a target market

- Assessing the strategic capacity of the company : Mc Kinsey, Ansoff matrix
- Choose brand/market combination
- Setting the objectives
- Customer segmentation and targeting techniques
- Define the positioning of an offer or brand

*Exercise* : creation of a perceptual map

### 6) Develop your marketing strategy and choose your markets

- Defining objectives using the SMART method for each pairing, product, and segment.
- Strategy models: Igor Ansoff, McKinsey, Porter. Attractiveness of a market and the company's strengths.
- Choice of product/market pairings.
- BtoC and BtoB segmentation criteria.
- RFM segmentation: Recency, Frequency, Monetary.
- Actions: Which segments to invest in, develop, maintain, or abandon.
- Targeting strategies: Undifferentiated, differentiated, and concentrated.
- Product positioning: Definition, criteria, and opportunities.
- Conceptual mapping.
- Product positioning methodology.

*Hands-on work* : Case study Creating a positioning map based on a given case. Correct it as a group.

### 7) Define a marketing mix : the 5P's

- The five components of the marketing mix
- Product : product life cycle, brand, range of products, services
- Price : calculate breakevenpoint, psychological pricing, price positioning
- Place : choosing your distribution network
- Promotion : advertising, sales promotion, direct marketing, digital marketing
- The other components : People, Pre-sales, Post-sales...

*Exercise* : Define your marketing mix

### 8) Build your marketing mix: Consistency and optimization

- Product: The value trilogy of usage, sign, and appeal. The product's three dimensions.
- Product quality assessment criteria.
- Product life cycle and curve. Product lines. Different brand types.
- Price: The factors that influence price. Demand and elasticity coefficients.
- Acceptability price or psychological price. Estimating the acceptable price.
- Calculating the profitability threshold or "break-even" point. Competition study.
- Place: Choosing your distribution network. Drafting the distribution contract.
- Promotion: Advertising, sales promotion, direct marketing, e-marketing, street marketing, etc.
- Athletic sponsorship, arts patronage.
- Crafting communication: Defining targets, assessing the budget.

- Agency brief: Points to watch for.
- Calculating return on investment.
- Electronic communication: Various tools.
- The other Ps: People, Proof, Process.

*Hands-on work* : Case study Constructing a mix in sub-groups. Presentation.

### 9) Construct the marketing plan and scorecards

- Creating the marketing plan and action tracking indicators.
- Annual operational plan and the sales action plan.
- Action planning.
- Operational implementation.
- Monitoring and control.
- Scorecards: Indicators, selective distribution, manager, format, explaining deviations, etc.
- Action plans for each client.
- Provisional operating account.
- Selling your plan internally.

*Hands-on work* : Based on a case, build the structure of the launch plan and its internal communication. Final quiz for reviewing and confirming what was learned.

### 10) Build a marketing Plan

- Structure your marketing plan and your monitoring indicators
- Annual operating and action plan
- Projected budget and reporting schedule
- Using results monitoring tools

*Exercise* : creating a marketing plan that supports your strategy . Final revision quiz.

## DATES

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REMOTE CLASS

2024 : 08 Jul, 09 Oct