



MARKETING MASTERCLASS

Acquire the Most Comprehensive Coverage of the Marketing Function to Increase the Return on Your Marketing Investment



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A HYFLEX Course – A Training Solution That Gives You the Freedom to Choose Your Learning Environment



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MILES KING

Marketing Leader and Consultant

COURSE INFORMATION

COURSE OVERVIEW

Anyone who needs to create and maintain customer relationships will require a comprehensive awareness of marketing principles. This workshop will cover both the theory and the practice of marketing, equipping delegates with the skills and knowledge to be able to contribute effectively to the marketing initiatives in their organisation. They cover the roles and responsibilities of brand management and the use of the marketing mix to strengthen your brand(s). Using latest and best practice, learn how to grow and defend your market position and maximise investment return.

You will learn how to be fully effective and efficient in all aspects of marketing. This is the most comprehensive coverage of the marketing function that can be provided.



WANT TO RUN THIS COURSE IN-COMPANY?

Call: +971 4 407 2624
Email: cts@informa.com

COURSE SCHEDULE

This Live Online course will commence at 10:30 and conclude at 16:00 GST (GMT+4), each day. The daily schedule will consist of three sessions, with two breaks of 30-minute duration between the sessions.

REQUIREMENTS AND CERTIFICATES

Delegates must meet two criteria to be eligible for an Infoma Certificate of Completion for a course:

- Satisfactory attendance – delegates must attend all sessions of the course. Delegates who miss more than 2 hours of the course sessions will not be eligible to sit the course exam
- Successful completion of the course assessment

Delegates who do not meet these criteria will receive an Infoma Certificate of Attendance. If delegates have not attended all sessions, the Certificate will clearly state the number of hours attended.

ON THIS COURSE, YOU WILL:

- Maximise your marketing performance and create a marketing plan for your organisation
- Apply techniques to segment your marketplace and identify your key target audience
- Create clear and measurable objectives and tools to measure and refine results
- Use best practice methods to maximise the effectiveness of marketing mix and establish a competitive advantage
- Understand the role of brand management and its relationship to other functions
- Strengthen your brand for deeper, longer lasting relationships with your customers
- Understand best practice in product management and apply it in your organisation

MEET YOUR COURSE EXPERT



Miles King
Marketing Leader and Consultant

Miles is a consultant with over 25 years of experience in creating strategy, executing marketing plans and designing organisations and building capabilities, developed through engagements and senior roles in both professional services and industry.

He has worked for organisations in the strategy consulting (Marakon, Cognosis), marketing (Brand Learning) and engineering design sectors (Arup). During his career Miles has led projects to redefine strategic business focus, relaunch brands, prepare firms for merger and post-merger integration, create and deliver marketing capabilities, and redesign functions.

As CMO at Arup, he redesigned the marketing and communications team into a global function, which involved reworking roles and profiles to fit new strategy, search and recruitment of key individuals to lead teams, creating new specialisms and roles (e.g. Digital team, Creative Director). His organisational design project extended into protocols for joint working with adjacent functions (e.g. Business Development, HR) and regionally distributed functional teams (e.g. Global and Region working).

Miles has an MBA from London Business School and an engineering degree from Imperial College. A developer of new ideas and pragmatic solutions, Miles is never happier than when creatively solving problems.

“This was a great experience – learning with plenty of insights”

Marketing & Communications Officer,
Bank of Bahrain, Manama, Bahrain

“A good course to understand and measure the success of brands and marketing strategies.”

Account Manager, Onsor Masha, Riyadh, KSA

COURSE OUTLINE

MODULE 1

Marketing Organisation

- The role of marketing
- Marketing-led company vs. Product-led, Sales-led organisations
- Creating a marketing orientation – How brand and product management fits into the company
- Types of brands, products and services

Exercise: Review external examples

- Typical roles and responsibilities of brand and product management
- Overview of the complete marketing toolbox
- Key organisational interfaces

The Product Lifecycle

- Introduction to Product Lifecycle Management
- An overview of the product lifecycle
- Stages of the product lifecycle: Launch through withdrawal
- The key objectives and activities for each stage
- What to expect at each stage of the lifecycle
- Important decisions for the product marketing manager
- Special Lifecycles: Product lifecycles that do not follow the normal patterns

Exercise: Lifecycle analysis

MODULE 2

Marketing Strategy

- Review product life cycles and maturity
- Strategic Marketing – Power and utility – Latest thinking on strategic approaches
- Developing a business ambition to focus the marketing strategy
- The difference between Mission and Vision, and how they can help shape the performance of a business
- Typologies of game changers and challenger companies

Exercise: Reviewing and recognising corporate strategies and approaches

- Competition strategies – Avoiding direct competition
- Choosing the right marketing strategy to gain competitive advantage

Marketing Planning

- Principles of designing a marketing plan
- Portfolio planning, BCG
- Market definition and its implications
- Growth drivers: Types and methods of development
- Situation analysis: 6Cs, Porters 5 Forcesm – PESTLE etc. – Information sources

Exercise: How to derive prioritised key business challenges from a meaningful analysis

- Jobs to be done/Must Win Battles
- Principles and methods of aligned objective-setting

Exercise: Developing objectives

- Marketing mix strategy principles: Developing the optimal Mix

Exercise: Recognising strategies and implications

MODULE 3

Customer Understanding

- Customer Segmentation: Need states, consumption vs. positioning groups
- Steps in a market research campaign
- The importance of carefully defining the problem/hypotheses
- Market research tools and methodologies
- The role of the market survey
- Conducting qualitative and quantitative research
- Market segmentation, profiling and targeting
- Insight – Consumer behaviour and attitude – Understanding why people buy

Exercise: Recognising good insights and applications

COURSE OUTLINE (CONT'D)

- **Insight techniques and methodology**

Exercise: Practise developing insights

- **The role of market research and research methods**

Brands And Brand Building

- Brand positioning and identity: Levels and roles of each
- Brand equity vs. positioning
- Decisions involved in shaping the brand

Exercise: Building a brand positioning

- Creating sustainable competitive advantage
- Identifying unique selling propositions

Exercise: Understanding brand purpose as a differentiator

- Measuring and optimising brand equity
- Naming considerations
- Creating awareness and image perceptions
- Brand development
- Brand architecture and the brand portfolio

Exercise: Develop a brand architecture

MODULE 4

Innovation And New Product Development (NPD)

- Organising for NPD – Opportunity assessment
- Idea generation
- Product design – Concept development, screening and testing
- Financial analysis
- Stage gate processes

Exercise: Gate management

- Developing launch and growth strategies
- Product, pricing and distribution options
- Managing the launch
- After the launch: Success over failure

Brands In Action

- Brand development – NPD, Ansoff Matrix and other tools
- Building activation plans: Tasks
- Marketing activation and implementation principles
- The marketing management process – Goals, planning, execution

Exercise: Strategies to Tactics

- Pricing strategies and customer driven marketing strategies
- Digital and Social media strategy

Exercise: Digital choices

- Engaging Sales: Key accounts relationship management

Exercise: Recognising strategies and implications

Brand Communication

- Creating a marketing communications strategy
- Creating the optimal, integrated communications mix
- Customer touchpoints and the customer journey
- Developing briefs and briefing agencies
- Judging and evaluating creative responses

Exercise: Judging creative

- Managing agencies and using multiple agencies

Measurement

- Marketing effectiveness analysis and learning for the future

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WHAT IS HYFLEX?

HyFlex brings together the best of both worlds to give you the choice to attend our world-renowned courses either In-Person or Remotely



Informa HyFlex is an instructional model that combines face-to-face and remote learning, giving learners the option of attending sessions either In-Person* or synchronously Online.

Bridging the gap between In-Person and Remote Learning

The model provides rich face-to-face experience for In-Person attendees and promotes meaningful engagement for Remote learners at the same time. Our trainers are skilled at addressing two audiences simultaneously, ensuring you are engaged in the content and activities whether you are in the training room or attending remotely.

High-quality engagement

- Three-way communication and engagement between the facilitator, In-Person learners and Remote learners
- The course content is modularised to make learning conducive to In-Person and Remote learners
- Both In-Person and Remote learners will collaborate on activities, exercises, and case studies using the learning platform and other interactive tools like Mentimeter and Mural

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MARKETING MASTERCLASS

HYFLEX COURSE FEE

COURSE	ATTEND IN-PERSON	ATTEND REMOTELY
MARKETING MASTERCLASS	US\$ 5,325 *	US\$ 2,620

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ABOUT INFORMA ALLSECURE



Informa AllSecure is Informa's approach to enhanced health and safety standards at our courses following COVID-19. From trainers to delegates, speakers, visitors and journalists, those who come to our courses come to connect, learn, know more and do more business, effectively and safely.

The standards and practices that make up Informa AllSecure are designed to provide confidence that at this event, we are striving to provide the highest standards of safety, hygiene, cleanliness and quality. Read more about it here: www.informa-mea.com/allsecure/

ABOUT PRICING AND DOCUMENTATION

Pricing excludes 5% VAT, charged where applicable.

Course fees include documentation, luncheon and refreshments for in-person learners. Delegates who attend all sessions and successfully complete the assessment, will receive a Informa Certificate of Completion. A hard copy will be provided to in-person learners and a soft-copy will be provided to virtual learners.

AVOID VISA DELAYS – BOOK NOW

Delegates requiring visas should contact the hotel they wish to stay at directly, as soon as possible. Visas for non-GCC nationals may take several weeks to process.

REGISTRATION, PAYMENTS AND CANCELLATION

All registrations are subject to our terms and conditions which are available at www.informa-mea.com/terms. Please read them as they include important information. By submitting your registration, you agree to be bound by the terms and conditions in full. All registrations are subject to acceptance by Informa Connect which will be confirmed to you in writing.

A confirmation letter and invoice will be sent upon receipt of your registration. Please note that full payment must be received prior to the course. Only those delegates whose fees have been paid in full will be admitted to the course.

For full cancellation details, please visit www.informa-mea.com/terms

All cancellations must be sent by email to register-mea@informa.com marked for the attention of Customer Services Cancellation. Due to unforeseen circumstances, Informa Connect reserves the right to cancel the course, change the programme, alter the venue, speaker or topics. For full details, please visit www.informa-mea.com

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