

Course : Designing and implementing a marketing strategy

Practical course - 3d - 21h00 - Ref. MAS

Price : 2130 CHF E.T.

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Positioning a consistent marketing strategy with the company's goals. Managing a business portfolio while approaching the competitive environment. Reconciling the marketing and strategic segmentations (products-markets/SBUs, business unit prioritization). Positioning product lines. Decision support tools.

Teaching objectives

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

- ✓ Create a strategic assessment
- ✓ Apply the decision support tools and matrices
- ✓ Assess the competitive environment
- ✓ Target the business portfolios
- ✓ Create value

Intended audience

Executives in charge of their business unit's marketing strategy, business leaders, marketing directors, marketing managers, product managers, sales directors, communication directors.

Prerequisites

Basic marketing knowledge.

Course schedule

1 Business strategy and marketing strategy

- Repositioning strategic marketing in overall marketing demand.
- The company's project, mission, and objectives.
- The company's strategic choices and orientations: Consistency, reference frame, result indicators.

PARTICIPANTS

Executives in charge of their business unit's marketing strategy, business leaders, marketing directors, marketing managers, product managers, sales directors, communication directors.

PREREQUISITES

Basic marketing knowledge.

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.

2 Strategic assessment

- Assessing the situation: Approach key principles.
- Identifying the environment: Internal and external analysis

Hands-on work

Conduct a strategic assessment based on a case study.

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.

3 Decision support tools

- Decision support matrices (McKinsey, ADL, Porter, etc.).
- B to B tools: RMC and RCA.

Hands-on work

Exercises implementing the decision support tools and matrices.

4 Strategic segmentation

- Managing marketing segmentation and strategic segmentation.
- Defining SBUs.

5 Competitive strategies

- Assessing the competitive environment.
- The Porter model, domination by costs, differentiation, segmentation.
- Kotler positions (leader, challenger, follower, nicher).

Hands-on work

Case studyBased on an analysis scenario of the market's main competitors.

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 to review your request and its feasibility.

6 Business portfolio strategies

- Simplifying models: BCG, Arthur D. Little.
- Using a complex model: The attractiveness/strengths grid.
- The Ansoff matrix.

Hands-on work

Work on a BCG and Ansoff matrix.

7 Positioning and value creation

- Brand value and positioning: Notions of distinctive skills, brand image, and client value.
- Perceived value, desired value.
- From scenarios and projects to operational plans.

Hands-on work

Positioning exercise and value creation for a company's line of products and services.

Dates and locations

REMOTE CLASS

2026: 27 May, 27 May, 1 July, 1 July, 26 Oct., 26 Oct., 30 Nov.