



UNIVERSITY OF
KWAZULU-NATALTM
INYUVESI
YAKWAZULU-NATALI

**EXTENDED
LEARNING**

Strategic Marketing Management



Durban

OUR WORLD IS CHANGING... SHOULDN'T YOU?



Strategic Marketing Management

Programme overview & objectives:

People in marketing management positions or those running their own businesses need to understand the principles and practices of strategic marketing to effectively design and implement marketing strategy. The purpose of this short course is to develop strategic marketing analytical and planning skills. Students will develop knowledge and skills in critically analysing Marketing situations faced by any organisation be they large or small, a for-profit or not-for-profit organisation in the public or private sector, and preparing plans for marketing strategy implementation.

Strategic Marketing is a subject that has both theoretical and practical elements in it. A strong emphasis is placed on both these elements and a creative approach is taken in the practical application in the course. Students are involved in a variety of activities in the course, which may include case studies, seminars, in-company research and strategy development exercises, presentations and debates regarding relevant strategy issues. Thus problem-based, experiential and action learning are important components of the module. Students are encouraged to develop a practical and reflective approach to the course.

How you will benefit. You will learn to:

- Develop an understanding of the basic principles of strategic marketing
- Develop an understanding of the effect of a dynamic external environment on the role and function of the strategic marketing process within organisations
- Understand and respond to challenges and opportunities in the field of marketing through strategic marketing theory and application
- Have an understanding of the nature and impact of consumer markets and their buying behaviour on marketing decisions and the need for marketing strategy
- Develop the ability to conduct a marketing environment analysis
- Have an understanding of the various corporate portfolio analysis tools, growth strategies and business strategies for competitive advantage
- Perform customer needs analysis and segmentation of the market
- Develop a positioning strategy
- Develop an appropriate marketing strategy for the target market
- Develop a comprehensive marketing strategy founded on thorough analysis
- Prepare strategic marketing plans

Key focus areas:

- Market-driven strategic planning
- The Marketing Planning process and structure
- Analysing the Marketing Environment
- Marketing Strategy Development

Facilitators include:



Professor Debbie Ellis

Debbie is an Associate Professor in Marketing in the School of Management, IT and Governance at the University of KwaZulu-Natal. She is a graduate of the University of Cape Town, South Africa and has a PhD from KTH Royal Institute of Technology, Sweden. Debbie has 25 years of teaching and research

experience. Her work has been published in Business Horizons, the International Journal of Wine Business Research, the South African Journal of Business Management, South African Journal of Economic and Management Sciences, and the International Journal of Consumer Studies amongst others. Debbie has consulted for numerous companies on marketing plan and strategy development. Her primary areas of research interest include eco-consumption, social marketing, young consumers, consumer knowledge, wine marketing, sports marketing, strategic marketing planning and positioning.

Who should attend:

- Anyone working in Marketing departments who wish to acquire the skills and knowledge to better equip them for a marketing management position
- Anyone running their own business who needs to develop a strategic marketing plan for their business

Entrance requirements:

This course requires that the student has some prior marketing knowledge

Programme fee:

The programme fee of R7 425 (incl. VAT) covers tuition, instruction material, lunches and refreshments

Duration:

3 Days

Dates:

For updated course dates, please contact us or see our website: www.ukznextendedlearning.com

Contact:

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