



International Satisfaction Association

“Marketing Strategy & Analysis”

Training Module Objectives

For the company:

- Develop, plan and organize its domestic or international marketing strategies, B2B, B2C or 1to1, in an era of digital revolution and web marketing.
- Study and analyze its market environments and competitive advantages to enhance its marketing position (targets, products & services mix)
- Put in place a marketing information system to monitor market developments, success criteria, competitors and newcomers in an era of data mining.
- Improve its marketing innovation, client satisfaction and value creation processes by integrating the environmental precepts of needs analysis and marketing strategy.

For the participants:

- Acquire the basics of the marketing plan and of marketing strategy (PESTEL, Porter forces, value chain, matrices, SWOT analysis...).
- Improve market survey, strategic analysis and marketing planning know-how.
- Develop market vision and marketing innovation skills.
- Professionalize search and data processing tools.

Teaching Method

The teaching method is based both on theoretical input and practical exercises.

The emphasis is placed on know-how and value creation, with the aim of a professional application for the trainees.

Participants

Target audience: executives, managers and marketing, sales or R&D teams.

Number of participants: groups of 1 to 12.

Duration

Basic module: 2 days (covering basic marketing tools).

Complete module: 4 days (including the 5 steps of the strategic marketing plan).

Location and Teaching Materials

Location: at your premises or an off-site location in the city of your choice.

Materials: room with white board, eraser, marker pens, camera, TV (provided by you or us).

Cost

Teaching fees & expenses: price on request.

Please contact us for a detailed solution tailored to your needs.

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