



Strategic Marketing

Certificate of Completion (CC)

Programme Overview

East London Business College welcomes you to the exciting world of Strategic Marketing Management. This course is focused on Strategic Marketing Planning.

Participants develop skills and competencies needed for planning, developing and implementing strategies to gain a competitive advantage in a crowded marketplace.

Utilizing a practical approach to strategic market planning, participants will adopt a customer-centric method to understanding target markets and create value. Emphasis will be placed on the integrated nature of the planning process aligned with your organisation's vision and adapted to the ever-changing business environment in order to meet and exceed customers' expectations.

Our unique approach to Strategic Marketing Planning process will ultimately translate to increase in Top of Mind Awareness (TOMA), increase market share, revenue growth, and sustained business success.

Programme Outcomes:

The four-week course will focus on marketing planning and cover situation analysis. Competitive analysis, the planning process, implementation, and control in four modules. At the end of the course, participants will be able to:

- Analyse the market environment to facilitate segmentation
- Use segmentation to target specific population in advertising
- Conduct a competitive analysis of a business utilizing SWOT analysis
- Design a market plan and layout strategies for execution
- Collect feedback on your solution to determine the effectiveness of your decision

Programme Curriculum

Module 1: Situation Analysis (Overview of customers, competitor, market, and environment)

Module 2: Segmentation, Targeting, and Positioning (STP)

Module 3: Competitive Analysis

Module 4: A. Designing your market plan

B. Monitoring and execution

Marketing is becoming more sophisticated and understanding strategic marketing planning will enable you to make the best of your marketing efforts. You will gain knowledge to help you navigate the competitive landscape and gain market share.

Annual Tuition

\$100

Course Duration

Full Time: 4 weeks average

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