

Market *Analysis and Planning*

18 - 20
March
2006

Marina Hotel, Kuwait

Course Outline

This course provides you with the core concepts and perspectives in strategic marketing. In three intensive days, you will understand and apply the basic techniques of marketing, including segmenting, targeting and positioning, value propositions, managing customers for profits, brand management, and developing pricing strategy. Using both quantitative and qualitative methods, interactive lectures, case studies and hands-on simulations, you'll gain a deeper understanding of your customers and the role marketing plays throughout the organization. The course stands alone, but is enhanced by 3SVA's course "**Advanced Marketing Strategy.**"

Who Should Attend?

This course will benefit executives across the organization (in engineering, R&D, finance, business development, product development, accounting, sales, public relations, and other areas). Managers who are assuming marketing responsibilities for the first time, as well as managers already in a marketing capacity but without significant formal education in this discipline, can gain valuable insights. Sending several members from the same organization can provide a common marketing language and understanding that greatly facilitate the business development process.

Participants need to possess sufficient academic background to benefit the most from this course.

Day One – Saturday 18 March, 2006

8:45 - 9:00 □	Registration
9:00 - 10:15 □	Marketing and Its Role Framework for Marketing Decisions
10:15 - 10:30 □	BREAK
10:30 - 11:45 □	STP: Segmentation, Targeting, Positioning Fact-based Segmentation
11:45 - 12:45 □	LUNCH
12:45 - 2:00 □	Value Proposition I Customer Experience Chain
2:00 - 2:15 □	BREAK
2:15 - 3:30 □	Investing in Customer Service Case Study

Day Two – Sunday 19 March, 2006

9:00 - 10:15 □	Value Proposition II Developing a Value Proposition Workshop
10:15 - 10:30 □	BREAK
10:30 - 11:45	Returns to Delighting the Customer Case Study
11:45 - 12:45 □	LUNCH
12:45 - 2:00 □	Managing Customers for Profits I Simulation
2:00 - 2:15 □	BREAK
2:15 - 3:30 □	Managing Customers for Profits II Simulation

Day Three – Monday 20 March, 2006

9:00 - 10:15 □

Brand Management I

Developing a World-class Brand

10:15 - 10:30 □

BREAK

10:30 - 11:45 □

Brand Management II

Linking Features and Attributes to Brand Values

Brand Promises

Workshop

11:45 - 12:45 □

LUNCH

12:45 - 2:00 □

Developing a Pricing Strategy

Factors Affecting Pricing Decisions

Steps in Setting a Prices

Workshop

2:00 - 2:15 □

BREAK

2:15 - 3:30 □

Assessing Price Sensitivity

Steps in Assessing Price Sensitivity

Financial Considerations

Advanced *Marketing Strategy*

21 - 22
March
2006

Marina Hotel, Kuwait

Course Outline

This course introduces participants to the process of developing and managing marketing strategy. In two intensive days, you will learn and apply advanced techniques of marketing, including customer portfolio management, valuing customer equity, monitoring the health of customer relationships, and marketing innovation. Using both quantitative and qualitative methods, interactive lectures, case studies and simulation workshops, you'll gain a deeper understanding of your customer management and marketing innovation. The course stands alone, but is enhanced by 3SVA's course "**Market Analysis and Planning.**"

Who Should Attend?

This course will benefit executives across the organization (in engineering, R&D, finance, business development, product development, accounting, sales, public relations, and other areas). Mid to senior-level marketing managers will learn to enhance their planning and implementation skills through a structured approach to market analysis and strategy development. Those in general management positions also will improve their performance in contributing to the customer value creation process, through the program's interactive approach to problem solving.

Participants need to possess sufficient academic background to benefit the most from this course.

Day One – Tuesday 21 March, 2006

8:45 - 9:00 □

Registration

9:00 - 10:15 □

Overview of Customer Management

Pitfalls of a Product-only View

The Customer Management Process

Customer Selection

10:15 - 10:30 □

BREAK

10:30 - 11:45 □

Customer Equity

Understand the Value Created

Value Equity; Brand Equity; Relationship Equity

Workshop

11:45 - 12:45 □

LUNCH

12:45 - 2:00 □

Managing a Customer Portfolio

Managing Individual Relationships

Managing Customers Over Time

2:00 - 2:15 □

BREAK

2:15 - 3:30 □

Monitoring the Health of Customer Relationships I

Customer Satisfaction

Workshop

Day Two – Wednesday 22 March, 2006

- 9:00 - 10:15** ☐ **Monitoring the Health of Customer Relationships II**
Customer Loyalty
Workshop
- 10:15 - 10:30** ☐ **BREAK**
- 10:30 - 11:45** ☐ **Customer Management**
Case Study
- 11:45 - 12:45** ☐ **LUNCH**
- 12:45 - 2:00** ☐ **Marketing Innovation – Challenging Industry Norms I**
How Markets Evolve Over Time
Stripped-down versus Augmented Value Propositions
Consequences of Challenging Industry Norms
- 2:00 - 2:15** ☐ **BREAK**
- 2:15 - 3:30** ☐ **Marketing Innovation – Challenging Industry Norms II**
Workshop
Concluding Remarks