
Industrial marketing

Finalità

- market definition to embrace all the key market players, to include competitors, distributors and prescribers as well as the various customer groups in the wider macro-marketing environment.
- define marketing strategy, demonstrating how strategic decisions can be implemented at the operational level.

Programma

1) PART 1: THE CHANGING ROLE OF MARKETING

From Marketing to Market-Driven Management

2) PART 2: UNDERSTANDING CUSTOMER BEHAVIOUR

Customer Choice Behaviour

Customer Response Behaviour

3) PART 3: MARKET-DRIVEN STRATEGY DEVELOPMENT

Needs Analysis Through Market Segmentation

Market Attractiveness Analysis

Competitive Analysis

Formulating a Marketing Strategy

The Strategic Marketing Plan

4) PART 4: MARKET-DRIVEN MANAGEMENT DECISIONS

Brand Management

New Product Decisions

Market-Driven Distribution Decisions

Market-Driven Pricing Decisions

Market-Driven Communication Decisions

Market-Driven Advertising Decisions

Testi consigliati

- Marketing strategico e operativo" JJ Lambin ed. Mc Graw Hill