

MARKETING FOR MANAGERS

OVERVIEW

In a turbulent and dynamic market environment, consumers are price sensitive and have more products and services to choose from. They seek value and the marketing function plays a pivotal role in this value creation process. Marketing is the only functional area responsible for generating income, either through sales and/or innovation. Executives who understand the internal and external value creation process will be able to develop a sustainable business.

COURSE DESCRIPTION AND MAIN OBJECTIVE

This course will address marketing principles and instruments and is designed to demonstrate the role of marketing in society and its impact on all stakeholders. From this course, delegates will learn the fundamentals of marketing, the marketing process, consumer behavior and the concept of value, directional strategies (STP), branding, marketing strategy (4Ps and/or 7Ps) and the formulation of a marketing plan.

LEARNING OUTCOMES

After completion of the course, delegates will be able to analyze and understand the context and apply the practical knowledge to identify the current and/or future window(s) of opportunity. In addition, they will be able to craft the directional strategy and develop a marketing plan.

CONTENTS

Module 1: Orientation and the clarification of key marketing concepts, e.g. strategy, marketing and sales, and the marketing model.

Module 2: Analyzing the context (4Cs), including analyzing customers, analyzing competitors and completing a SWOT analysis.

Module 3: Crafting the directional strategy (STP process), addressing segmentation, target market selection and positioning.

Module 4: Developing marketing tactics (4Ps & 7Ps), addressing traditional marketing mix (4Ps) for physical products, the extended marketing mix (7Ps) for services, contemporary marketing issues, e.g. branding, CRM, marketing metrics, etc., and putting concepts into action with an emphasis on the assessment.



FACULTY MEMBER

Professor F.J. Herbst has held various leadership positions at higher education institutions in South Africa. He has experience in senior management, strategic planning and research development. He has extensive experience in teaching marketing at post-graduate level at various academic institutions in South Africa and Europe (France, Netherlands and Sweden).

Professor Herbst has received various awards for excellence in teaching and papers delivered at research conferences. Professor Herbst is also an active marketing consultant and has participated in various consultancy projects across various industries, including the agriculture industry, the hospitality industry, the wine industry and the tourism industry.

Professor Herbst has published numerous articles in local and international peer-reviewed journals and presented various papers at both local and international subject-related conferences. He is the author of various chapters in small business, marketing and tourism textbooks and co-author and editor of a Business Research Methods textbook.

TARGET GROUP

This course is aimed at functional level managers such as finance managers, product managers, process managers, human resources managers, and customer experience managers who want to understand the role and value of the marketing function and the interaction of marketing with other organizational functions.

ADMISSION REQUIREMENTS

It is assumed participants will be able to follow and participate discussions in English, as well as write assignments on marketing for managers.

TEACHING METHODS

- Synchronous teaching on MS Teams.
- Class discussion, case studies, articles, and relevant videos.

CERTIFICATE OPTIONS

Delegates can select to follow either one of the following two approaches:

- Obtain a "Certificate of Successful Completion" by demonstrating their knowledge, understanding and skills of the learning outcomes in practical assessments at the end of the course.
- Obtain a "Certificate of Attendance" and will not be required to complete any assessment.

DATES

16 hours: TBC 2021 (4 days of 4 hours each)

Time: 09h00 – 13h00

FEES

Certificate of Successful Completion – AED4800 (excluding VAT)

Certificate of Attendance – AED4000 (excluding VAT)

ENQUIRIES

Johan Burger

E-mail: johan.burger@uaeu.ac.ae