

# EFFECTIVE MARKETING

Duration: 4 days

18

This seminar for managers is designed to introduce profound insights in all critical subjects of modern marketing.

## Course objectives:

- Comprehensive analysis of current topics and trends of modern marketing,
- defining major challenges of effective marketing for the future,
- demonstrating new marketing concepts, contents and methodologies (updating existing knowledge),
- showing the impact of marketing on corporate success,
- developing a corporate culture of marketing and customer orientation,
- blending important marketing responsibilities with personal experience.

## In-depth training of specific topics

In addition to the course material provided, participants will get access to the tools of our consulting practice. This will support the translation of newly acquired knowledge into practical concepts.

## PARTICIPANTS

- Executives with marketing responsibility or managers seeking more in-depth experience and training of all marketing aspects.
- Managers with strategic and/or budget responsibility striving to reach their objectives by using effective marketing.

## MAIN TOPICS

### The most important marketing analyses

- Development of market analyses: Procedure, methodology, examples
- Seeking new market opportunities: Creativity and idea generation
- Trend analysis
- The importance of creating new markets and how to do it
- Early recognition of shifting customer needs, and how to adjust existing marketing concepts appropriately
- The significance of customer satisfaction; how to measure it; ways to actively influence it by effective service management
- Analysis of competitors: Learning from competitor's behavior

### Marketing strategy and Marketing concept

- Elements and processes of a comprehensive marketing concept
- Promising marketing strategies
- Market development based on the product/market concept
- Pricing policy as a sales promotion tool

### Marketing concept

- Advertising and potential effects
- Sales: Sales management, sales systems, how to improve the performance of the sales force
- Sales promotion: Objectives and opportunities
- Direct marketing: (Pre) sales with results
- Online marketing

### Marketing planning

- Definition of the marketing concept in the marketing plan
- Marketing action plan
- Marketing budget and result planning

### Corporate Brand Management

- The organization as a brand, corporate image and corporate identity
- Advertising, public relations and promotions used as promotional tools for corporate identity

## SESSIONS

- |               |                              |
|---------------|------------------------------|
| <b>4124-E</b> | 04.–07.11.2024<br>Berlin, DE |
| <b>4115-E</b> | 12.–15.05.2025<br>Brunnen    |
| <b>4125-E</b> | 08.–11.12.2025<br>Zürich     |

## Program Fees

CHF 4500.–\*  
(plus 8.1% VAT)\*\*

\* Invoicing in EUR possible (subject to daily exchange rates).

\*\* country-specific VAT for seminars outside of Switzerland.

# REGISTRATION, ADMINISTRATION AND ORGANIZATION

Our paramount goal is to provide top of mind, holistic and practical management knowledge.

If possible, the content and structure of the seminar is adapted to a certain degree to the specific interests and backgrounds of the participants to foster the transfer of the provided concepts and methods into practice.

Our seminars in management education are structured as standalone modules that allow topic specific combinations. This facilitates the option to customize the programs to the individual needs of our clients.

We will gladly explain the advantages of this concept and advise you on the selection of the optimal program for you.

The following administrative references allow for a smooth process of your registration. We gladly assist you in any queries

## Certificate

After your attendance of the seminar/ completion of a program, you will receive a certificate on the last course day.

## Fees and Accommodations

Seminar fees include the cost of the seminar and the seminar materials (plus 8.1% VAT for seminars in Switzerland). Seminars outside of Switzerland are taxed according to local regulations. Not included are all hotel costs of the participant including room and board, directly payable at the hotel. Multipart seminars can be booked only as a whole. Missed seminar days or seminar parts cannot be made up at a later date (Exceptions may apply). Seminar and diploma fees are invoiced in Swiss Francs (CHF). Upon request, payment in EURO (EUR) is possible at the daily currency exchange rate.

## Change of Registration / Cancellation

Changes of registration from one seminar or diploma program to another are possible only up to 6 weeks before the start of the seminar at the cost of a CHF 400 change of reservation fee.

Cancellations are free up to 3 months before the start of a seminar or diploma program. Registered participants who cancel their registration between 3

months and 6 weeks before the start of a seminar will incur a charge of 40% of the respective seminar or diploma fee. Registered participants who cancel their registration within 30 working days of the start of the seminar or diploma program will be charged the full fee.

We recommend that participants take out cancellation insurance to cover the above seminar cancellation costs in case of illness or other unforeseen circumstances.

With your registration you accept the General Terms and Conditions of the SGMI Management Institut St. Gallen AG. For further information please go to [www.smp.ch/en/tc](http://www.smp.ch/en/tc)

## Hotel

Seminars are usually organized in hotels. You hereby benefit from a reasonably priced fixed rate. However, you are free to select your own accommodation. In any case, a daily flat rate is to be paid directly to the hotel. With the registration confirmation you will receive detailed hotel information and a room reservation sheet, which you should fill out and return to us immediately. We will then take care of the hotel reservation on your behalf. The hotel will then invoice you individually on departure.

## REGISTRATION

We welcome your registration.

Please register using the form on the corresponding product website at [www.smp.ch](http://www.smp.ch) or by e-mail to [seminare@smp.ch](mailto:seminare@smp.ch) with the corresponding product information. Thank you very much.

Registrations will be considered on a first-come, first-served basis. If there are no more places available for a seminar, you will be informed immediately. Partial attendance of multi-part programs is possible on individual basis.

We reserve the right to make minor changes to the program, provided that they are beneficial to the success of the seminar.

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