

Marketing Manager's Programme

Target group: Marketing and sales managers in SMEs, owner-managers, others who have or are about to assume an overall responsibility for marketing

Objectives: At the end of the programme the participants should be familiar with

1. An overall view of marketing in an SME, especially how to plan and manage it
2. Business planning and working in the management team
3. Planning and measuring of marketing activities
4. New laws & regulations, current trends
5. Managing oneself, time management

Structure: Four training sessions of two days each
Two days of individual consulting

Group size: 15

First training session

Analysing the company and its marketing
Business planning, management, development
Strategic planning and strategic decisions (for the whole company and in marketing)
Competitive advantage and ways to achieve it
The value of information about markets, customers and competitors
Analysing products, customers, competitors, markets and the environment
Management and working in the management team
Marketing management

First consulting day

Analysing one's own company and the current status of its marketing
Strategic planning and strategic decisions in marketing

Second training session

- An overview of marketing and its components
- Marketing strategies
- Reputation and brand management
- Internal marketing
- Marketing tools and support services
- Operational planning of marketing activities
- Marketing plan, sales plan, communication plan

Second consulting day

- Marketing plan

Third training session

- Managing products and product lines
- Updating products and defining new ones
- Managing customer relationships
- Participating in product development
- Marketing and the law: contracts, product liability, restrictions, employment

Fourth training session

- Operational management of marketing and sales
- Planning, monitoring, controlling, reporting
- Organising, defining responsibilities, creating the right working environment
- Delegating
- Setting objectives, measuring results
- People management, recruitment, induction, remuneration
- HR development, motivation, communication, feedback and support
- Coping with chaos
- Time management and managing one's own work