

Seminar & Workshop: Strategic Marketing

Summary

- ✓ Course duration: 5 days
- ✓ Language: German
- ✓ Location: Berlin
- ✓ Certificate: Certificate of Participation
- ✓ Format: On-site
- ✓ Lecturer: Prof. Dr. Justin Becker
- ✓ Price: 2460 €

Course overview

Knowledge of marketing mindset and methods, knowledgeable information research and factors influencing buyer behaviour represent a basic skill that also helps improve decision quality in operational management.

Course content

Basics of Marketing

- ✓ Mindset, philosophy of marketing
- ✓ Basic principles of marketing ethics
- ✓ Concepts of corporate management (corporate culture, corporate guidelines, corporate identity)

Strategic situation analysis

- ✓ Strategic Business Units
- ✓ Product life cycle
- ✓ Strategic Marketing Planning
- ✓ Market segmentation

Strategic Marketing

- ✓ Strategic planning
- ✓ Portfolio concepts
- ✓ Porter and Ansoff
- ✓ Positioning

Operative Marketing

- ✓ Marketing tools
- ✓ Basic features of marketing controlling

Introduction to special Marketing sectors

- ✓ Services marketing (incl. 7 Ps)
- ✓ Capital goods marketing (incl. buying centre)
- ✓ Innovation marketing
- ✓ Basics of consumer behavior

The course topics are covered in a seminar-style approach which includes lectures, group work and practical exercises. Participants will work on individual sub-topics independently. Critical discussions will be incorporated into the course in order to encourage reflection, exchange and participation.

Contact

Should you have any questions, please contact the TU Berlin Academy Team at: +49 30 4472 0232 or via email: info@academy-tu.berlin. We hope to see you in Berlin - or online - very soon!